

General

Over twenty years experience in Sales & Marketing, Business Development, General Management, Strategic & Financial Planning and Corporate Restructuring, predominantly in the FMCG sector with global multi-nationals and/or their affiliates

Education

University of Manchester, U.K.
1988-1991,

B.A. Economics (Accounting & Finance)

Languages

Greek : Native language
English: Fluent (spoken & written)
Romanian: Conversational
Serbian: Basic

Additional Experience

Coopers & Lybrand
Manchester, U.K.
9/1991 - 6/1992

Other Activities

Member of the Accounting and Economic Societies of the University of Manchester.

Member of the Cypriot Society of Manchester.

Member of the Institute of Logistics and Transport (UK)

Honorary consul for Cyprus in Bucharest until March 2000.

Personal

Date/Place of Birth: Nicosia, Cyprus, October 9, 1968.

Nationality: Greek Cypriot

Interests: Football, squash, skiing, tennis.

References available on request

CHRISTODOULOS C. CHRISTODOULAKIS

Professional Experience



10/2010 - present	Coca – Cola Hellenic Cyprus
04/2013 – present	Country Manager Cyprus <ul style="list-style-type: none">Responsible for the Operations of Coca-Cola Hellenic in CyprusOverachieved all targets (volume, financial etc) for 2014 during a period of severe crises.
10/2010 – 03/2013	Commercial Manager <ul style="list-style-type: none">Responsible for Sales & Marketing. During the period, excellence in execution was embodied within the Organization leading to share gains across all categories whilst making sure we achieved discount and credit targets.Fully restructured Commercial Organization to an engaged, flexible, cost efficient and customer centric organization with huge improvement in employee engagement.
11/2009 – 09/2010	PEPSICO Romania
	Integration Director <ul style="list-style-type: none">Responsible for the three way integration of PEPSICO Romania, Pepsi Americas and Lay's Romania (Pepsi Co's snack business in Romania with 50% market share). Report directly to Pepsi Co South Eastern European Region.
1/2007 to 11/2009	Pepsi Americas Romania
	Market Development Director <ul style="list-style-type: none">Strategic Planning: Implementation of "Three Year Plan", "Annual Plan", "Trimester" and finally "Monthly". Revenue Management - Pack/Price. Customer Mgmt – separate Depts. per channel (Org. Trade, Traditional Trade, HORECA etc.) with Key Account Managers.The whole investment was repaid in two years with EBITDA 2007 in the region of 71 million USD and 2008 75 million USD.During 2009 PEPSICO acquired their two biggest bottlers worldwide (PBG and Pepsi Americas) – a deal worth approximately 8 billion USD.
11/2004 to 12/2006	Quadrant Amroq Beverages (QAB)
	<i>Exclusive Bottler for Romania for Pepsi (all brands) and Prigat juices. 2004 turnover: USD 102m</i>
	Vice President - Sales <ul style="list-style-type: none">Reporting to the CEO, I have circa 650 subordinates in thirteen branches all over Romania.During my first full year achieved 46% increase in sales value (2005 turnover 146 million USD) and profit expected to grow a bit more than 50%.2006 turnover grew to 196 million USD with an EBITDA of 41 million USD.In 2006 QAB was acquired by the second worldwide PEPSI bottler "Pepsi Americas".
4/2000 to 10/2004	A&P d.o.o., Belgrade - Exclusive Pepsi Authorized Bottlers
	<i>Exclusively responsible for production and distribution of the major Pepsi brands for the territory of Yugoslavia. Employees: 350. Yearly turnover: USD 20m</i>
2/2001 – 10/2004	General Manager <ul style="list-style-type: none">During the period, after a successful restructuring, including the introduction of employee evaluation and sales incentive schemes, achieved the following results:Sales Value: For the fiscal year 2000 our sales value was 6.4 million USD where as the fiscal year 2002 closed with sales of 13.5 million USD, representing 110% growth in the first two years. Thereafter sales continue to grow albeit at a lower rate but still extremely healthy. 2004 expected figure was just short of 18 million USD.Net Profit: During same period, the Company Net Profit after tax grew by 128%.Market Share: For the same period our market share climbed from 8% to 14%.Above were achieved under conditions of heavy competition and under investing in Marketing and market infrastructure (coolers for customers etc.) compared to our competitor Coca Cola (ratio 10:1).
4/2000 – 2/2001	Assistant General Manager <ul style="list-style-type: none">Recruited to take over from retiring General Manager by year end.
7/1992 - 4/2000	Cosmos Trading s.r.l. – Bucharest, Romania (Nation wide sales & distribution)
	<i>Exclusive agent for Gillette, Nestle and Johnson & Johnson.</i>
5/1996 – 4/2000	Managing Director <ul style="list-style-type: none">Implemented a communication network, linking all offices & warehouses via satellite to the Head Office in Bucharest. Enabled live information for the management, along with staff communication through internal electronic mail.Acquisition of a major competitor – Rom West Euro. Responsible for post -acquisition integration.Planned and successfully implemented the restructuring of the whole organization resulting in significant cost savings. Reduced warehouses from 17 to 8 whilst maintaining 17 sales offices.
7/1994 – 4/1996	Administration & Personnel Manager <ul style="list-style-type: none">During the period the Company grew threefold to 300 people and increased "satellite" warehouse & offices to seventeen.
7/1993 – 6/1994	Sales & Marketing Manager <ul style="list-style-type: none">Responsible for a sales force of fifty people, six sales Supervisors and two Area Sales Managers. Exclusive agent for Gillette, Nestle and Johnson & Johnson. Joined Sales Division in July 1992 and promoted to Manager in July 1993.