



Effie has been appointed Managing Director of 'New Agriculture New Generation' in June 2018 to lead the design and implementation of this innovative multi-year initiative in Greece, which was established under the initiative and with the founding support of the Stavros Niarchos Foundation (SNF). In 2020, the initiative evolved into a civil non-profit company that supports employability, entrepreneurship and innovation across the agrifood value chain in Greece. Up until now, the organization has supported more than 3.500 young people and more than 100 small or family-owned agrifood SMEs and startups, while at the same time contributing to the establishment of new producer groups and cooperatives as well as to the development of new agrifood products.

She is an experienced professional in the fields of strategic marketing and branding, specializing in the Agrifood sector, Culture and Tourism and has a successful track record for implementing complex international projects.

Among others, she has led landmark projects of national importance, such as Destination Greece's brand and marketing strategy, the largest communication consultancy project ever initiated in the country, and Greece's Wine Sector's first ever international branding & strategic marketing initiative. She has also directed numerous demanding projects for multinationals companies, cooperatives, and SMEs in Southeast Europe.

She has a diverse academic background, holding an Integrated Master in Chemical Engineering from the Aristotelio University of Thessaloniki, a Master in Cultural Management from the City University of London and Professional PGDip in Marketing from the Chartered Institute of Marketing of London. She is a member of the Agricultural Technology Committee of the American-Hellenic Chamber of Commerce and of the Agricultural Economy Committee of the German - Hellenic Chamber of Industry and Commerce.

She is also a trainer and certified business coach, an Associate of the Chartered Institute of Marketing London and an Associate Certified Coach by the International Coach Federation. In 2017 she was selected as mentor at the Cherie Blair Foundation for Women's Mentoring Women in Business Program. She plays the flute, is a volunteer with Make-A-Wish Greece and a regular speaker on women empowerment.