



GEORGIO STERGIOU

Entrepreneur | Innovator | Strategist

Contact Information

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📍 Samos, Greece



Education

University of the Aegean, GR 2022- 2026

PhD Candidate - Technology Transition for Industry 4.0 using AI

RSM - Rotterdam School of Management, NL 2011 - 2013

Global Executive MBA (OneMBA)

Army Aviation, GR 2000- 2001

Aircraft Technician

City University of London, UK 1994 - 1998

BEng (Hons) Αεροναυπηγική Μηχανική

Britannia Flight School, USA 1997

Private Pilot License (PPL)

Languages

- **Greek:** Native
- **English:** University & Business Level
- **Spanish:** Business Level
- **Dutch:** Basic Understanding
- **Chinese:** Beginner

About Me

My passion for empowering businesses and human capital drives me to create pioneering technologies and processes. As a founder of businesses in international markets, I have developed breakthrough solutions, including "microconsulting," while transmitting expertise at multiple levels through seminars, writing, and social media.

My expertise, supported by doctoral research, combines differentiation strategy and value innovation with specialization in Industry 4.0, SMART solutions, Extended Reality (XR), and Artificial Intelligence (AI), adapting international best practices to local needs.

I **thrive** in dynamic environments with rapid and high growth, with high levels of uncertainty, where change and ambiguity require resilient leadership and ingenuity.

I have been **recognized by** companies, government agencies, and academic institutions abroad for creating and providing optimal technological and development practices.

Additional Education

- **AI Prompt Engineering:** Doctoral research, University of the Aegean, GR
- **Industry 4.0 Best Practices:** GRP Mexico & XINTRIX, MX
- **Innovation Management:** ecocarspa & XINTRIX, MX
- **Differentiation Strategy:** EGADE University, XINTRIX, ecocarspa, MX
- **Business & Organizational Development & Management:** 50+ seminars on entrepreneurship, Best Business Practices, Executive Coaching, Management, Leadership, Sales, Marketing, UK, NL, MX
- **Entrepreneurship & Sales:** Trained 30,000+ business leaders & salespeople. Organization and training of trainers at Entrepreneurship Academy, UK, NL, MX
- **Consulting Services:** 50+ companies, UK, NL, MX, GR
- **Social Media Branding & Marketing:** VKSapp, Powerneers, CA, GR

Career Summary

With over 20 years of experience in **entrepreneurial, leadership, and executive positions**, I have established and grown numerous companies and Greenfield projects, including startups, SMEs, and VSBs. These companies operated across five global markets and seven industry sectors, developing through both administrative excellence and technology-driven innovation. I have built high-performing, profitable teams from the ground up, and directly hired, trained, and led teams of up to 120 people. For a significant period, I managed operations across five business locations while supporting my organization's chief operating officer in the Benelux region.

My expertise in **Industry 4.0** (the fourth industrial revolution) has helped governments (particularly in Nuevo Leon, MX), industries, and academic institutions adapt to the new era of digital manufacturing and automation.

As a **differentiation strategist**, I have identified several market opportunities and created groundbreaking products. These include "microconsulting," the YS Bottle, a Business Management Application (ecocarspa), a new product category for Industry 4.0, and innovative software leasing packages.

I have substantial experience developing and implementing innovative **consulting and training** methods, as well as managing change processes in global markets. I have personally trained and overseen the development of more than 30,000 leaders and salespeople, teaching entrepreneurship, emotional intelligence, and sales best practices across five countries. This has led to significant profit increases for businesses and organizations. I was responsible for creating many of these training programs and preparing other trainers to deliver them. I have also written five books and developed seven educational programs focused on personal and business growth, all of which are currently being prepared for publication.

Finally, in terms of **education and leadership**, I have studied and conducted training in twelve countries and hold degrees from seven universities. I currently serve as president of the Greek Alumni association for both the Master's and MBA programs at ERASMUS University and Rotterdam School of Management (RSM), NL. As a PhD candidate at the University of the Aegean's Department of Cultural Technology and Communication, I am researching and developing a Technology Acceptance Methodology (4DDT) for organizations using AI. This methodology focuses on SMART technology, AI, and Extended Reality (XR) solutions for Industry 4.0.

Skills & Competences

Process Knowledge:

Entrepreneurship, Industry 4.0, AI, Disruptive Technologies, Business Profit & Revenue Growth, Patents & Innovation, Industrial, Product Development Management, Value Innovation, Differentiation Strategy, Performance Management, Project Management, Consulting, Business Coaching, Digital Marketing, Video & Television, Sales & Marketing, Travel & Tourism, Real Estate, Import-Export, Hospitality.

Systems Knowledge:

- SMART Software Solutions
- AI

Industry Knowledge

Entrepreneurship, Start-Ups, Industry 4.0, Immersive Technologies, Aeronautics, Manufacturing, Business Operations, Innovation, Sustainability, Executive Coaching & Consulting.

Strategic Achievements & Innovations

Strategic Innovations & Research Initiatives

Digital Transformation

- Leading PhD research on Industry 4.0 technology transition methodology using AI
- Developed SMART industrial production consulting framework
- Created comprehensive VSB management and water conservation applications
- Implemented Blue Ocean Strategy for corporate software solutions

• Business Model Innovation

- Pioneered "microconsulting" methodology for rapid business transformation
- Developed Greenfield market entry program for American expansion
- Created franchise model for sustainable water conservation
- Co-designed SaaS model attracting international investment

Technological & Product Development

Engineering Innovations

- Developed new Industry 4.0 product category and differentiation strategy
- Invented "YS Bottle": Revolutionary effervescence maintenance system
- Achieved 2% wind turbine efficiency increase using Bernoulli's principle

Sustainability Solutions

- Created water conservation technology reducing environmental impact
- Developed organic product line preserving traditional knowledge (OPA)
- Created Plastic4Plastic ecological transformation initiative

Leadership & Recognition

Business Achievement

- Received over 40 awards for business excellence across multiple organizations (Airbus Group, Eloquent Marketing, Wings Marketing & Management Training, ecocarspa)
- Successfully negotiated and closed major investor deals
- Created widely-viewed educational content for business and social media development

Academic Excellence

- Awarded prestigious Onassis Foundation Scholarship
- Selected for Master's in Aerospace Engineering at Embry-Riddle, USA
- Initiated and led Powerneers organizational development program

Experience

CEO & Co-founder RedVelvetXR

2021 - Present

Athens, Greece

RedVelvetXR creates Extended Reality (XR) experiences, empowering organizations and companies to master Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR). Using an innovative approach,

RedVelvetXR supports:

- ·XR transitions, including specific requirements for Industry 4.0
- ·Customized XR, AR, and MR applications
- ·Enhanced services and educational partnerships offering comprehensive and customized XR strategy, applications, and industry solutions

Achievements:

- ·Company creation and staffing
- ·Development of strategy and partnerships with major marketing and sales company
- ·Presentation of proposals for creating augmented reality applications for the municipalities of Athens and Trikala
- ·Project assignment from Athens municipality team for virtual reality tour application at Zappeion Megaron and Athens Concert Hall
- ·Creation of proposals for the Maritime industry and preparation for the Posidonia exhibition with augmented reality applications

Currently, the company is on hold while we evaluate new members for our development team.

CEO & Founder StergiouRealty

2023 - Present

Samos, Greece

Stergiou Realty is the fastest-growing real estate business in Samos. As a company, it provides comprehensive real estate end-to-end solutions, treating each transaction as an opportunity to exceed expectations through transparency, reliability, and global best industry practices and expertise.

With a strong foundation in the local market, the company leverages the latest technologies and a client-centric approach to provide high-level brokerage services that increase efficiency and meet the specific needs of each client.

Achievements:

- Built a community of 6,500+ members on social media platforms with potential expansion to neighboring islands
- Over 55 properties in the company's portfolio
- Development in short-term, long-term rentals, and sales
- Complete property management
- Combination of local knowledge with global experience to provide a simplified, effective real estate journey, tailored to local and international partners, leveraging strong strategic partnerships in Greece and abroad
- Daily client requests for collaboration

The company is expanding into real estate investments and construction services with partners from across Greece. We have also begun taking on properties in the rest of Greece and developed end-to-end service partnerships in areas outside of Samos. The next step is collaboration with companies from abroad.

Experience

MD & Founder AboutSamos Samos, Greece

2021- Present

AboutSamos serves as a comprehensive digital platform promoting the cultural heritage and tourism potential of Samos island. It creates a unique differentiation in the island's image through Samos' brand positioning as "all of Greece in one island." The site enhances visitor experiences by providing information about attractions, suggesting activities and amenities to offer visitors an authentic experience and help them experience the island like a local Samian.

The website has attracted over 130,000 visitors in 2024, with minimal marketing costs.

Achievements:

- Created the company from concept to implementation, optimizing business performance
- Formulated and implemented "Blue Ocean" strategy to achieve differentiation and value innovation
- Aligned image, brand, structure, and created website, SEO, digital marketing, sales, etc.
- Coordinated and negotiated all internal and external communications, strategic alliances, marketing, finances, etc.
- Developed a holistic approach for the local community by providing consulting services aimed at cooperation rather than competition
- Collaborated with 50+ small businesses & provided "microconsulting" services

Currently, AboutSamos is one of the most prominent websites in Google searches related to the island of Samos.

Founder OPA Natural Healing Products Samos, Greece

2017 - Παρόν

I created OPA Natural Healing Products pending certification, focusing on traditional fully organic, 100% natural personal care products, with the purpose of "knowledge preservation" of centuries-old traditions that were at risk of being lost.

Achievements:

- Developed products and built the brand, market, and strategy, generating sales in both local and foreign markets
- Already secured partnerships for product exports to 8 different countries
- Pilot product placement in one of the largest pharmacies in Athens
- Conducted market research that enabled identification of new product needs
- Development of 4 additional products, with brand development and testing
- Discussions with the largest Greek tourist shop network for product placement across multiple locations in Greece and expansion of product range

Experience

Marketing Partner at VKSapp, & Quora Toronto, Canada & Athens, Greece

2018 - 2020

I was selected by VKSapp to contribute on Industry 4.0 topics in the US & EU markets.

Achievements:

- Researched market trends & customer needs on a global scale
- Published 10 articles & blogs about Industry 4.0 on LinkedIn, Quora & company website
- One of the top knowledge contributors for Industry 4.0 on Quora
- Over 1,000 followers and readers of my articles on LinkedIn
- Personal blogs on my website with over 21,000 reads

CEO & Co-founder at XINTRIX SRL Monterrey, Mexico & Athens, Greece

2014 - 2021

I was selected by a German market leader in SMART software solutions to orchestrate entry into new markets (Mexico & Americas).

Achievements:

- Created XINTRIX SRL company from zero
- Formulated and implemented strategy for entering the American market, including development of marketing strategy
- Developed and implemented differentiation strategy that led to innovative products, product category, payment methods, strategic partnerships with government, universities, clients, and organizations
- Created three new market business models, expanding the company's reach from Large Enterprises to SMEs
- Balanced short-term and long-term goals, achieving a 40% increase in profit margins
- Designed new brand, reducing marketing costs by 225%
- Developed website, digital marketing, sales and, partnership network, including partnerships with local government securing budget cuts in training, taxation, location, government funding and promotion across industrial clusters
- Coordinated discussions with investors and clients, securing preliminary contracts
- Secured investments from local government and contributed to upgrading the region with Industry 4.0 expertise, making it the second most competitive country globally after Germany
- Identified unique opportunities for 70% funding savings through government initiatives
- Cultivated, coordinated, and negotiated strategic alliances with private and government entities, as well as industrial groups
- The idea of a smartwatch application was pitched and eventually created by the partner company, allowing the client "Real-Time Data," view of operations, at their wrist
- Increased the value of our partner company by €8 million from an initial investment valuation of €2 million
- Negotiated with Chinese investors for conversion of business model to SaaS
- Business case study was created by EGADE University of Mexico based on our differentiation strategy and marketing approach
- Presented the company to over 130 OneMBA program students from around the world at the LATAM 2015 conference

Experience

MD & Co-founder at ecocarspa Monterrey, Mexico

2013 - 2016

Ecocarspa was an innovative startup that used just 1 glass of water to wash a car, playing a significant role in water sustainability in the Nuevo Leon region and Mexico. The business model was highly specific and incorporated our own application and franchise development, thus expanding profitability through intellectual property (IP). Our application could track savings for our customers (B2B & B2C) in liters of water, time, money, and CO2 emissions.

Our customers could book appointments through our application, pay directly, and schedule where and when they wanted to receive our extensive services. As a result of our work, over 32,000,000 liters of water were saved in the Nuevo Leon region, we received awards from the local government, while also helping educate and change the lives of our employees, who through training and development could eventually rise to our management. At the same time our B2B customers helped their employees save time and convenience while achieving tax cuts.

At national conferences and exhibitions for environment and sustainability, we were asked to create a franchise model. The application evolved into a business management application and was successfully presented to our suppliers, securing partnerships in the USA.

Achievements:

- Grew the business from zero to 12 people, 8 locations, 1500 B2C customers & 12 B2B customers
- Created brand, marketing and strategic approach, defining key target audiences
- Orchestrated business processes and managed daily operations
- Doubled company size yearly for 3 consecutive years
- Increased staff performance by 30% & increased profitability by 60%
- Differentiated the company from competitors, leading to new business opportunities
- Increased employee turnover by 200% from industry standard
- Created training programs, ensuring optimal quality (sales and customer service)
- Improved customer satisfaction by 20% and reduced product costs by 40%
- Presented company to customers, investors, national exhibitions, and strategic partners
- Won startup award with investors and startup incubator, and invited to participate on their team
- Saved 32,000,000 liters of water in the Nuevo Leon region, Mexico

MD & Co-founder Wings Consulting & Business Development Monterrey, Mexico

2011 - 2013

The company was created as a transition into the Mexican market from the Netherlands during my OneMBA program studies. Best practices in international and diverse markets and industries were used, becoming the foundation and pilot for the later "microconsulting" methodology.

Achievements:

- Created the company from scratch and secured clients in Mexico
- Managed operations, brand, marketing, sales, partnerships, staffing & strategic approach
- Created all corporate processes & training programs
- Provided consulting services to over 10 businesses in Mexico, including Business turnover, Mergers & Acquisitions (M&A), Consulting Services, Hospitality support, Partnership with a leading Marketing company & Executive Coaching
- Created educational program for EGADE University and MBA program. Two versions were presented, one for 6 months (MBA & Executive MBA) and the second for 21 months (OneMBA)
- Achieved consulting success rate above 90%, average client profit improvement above 30%
- Increased client value during M&A by 80%

Experience

CEO & Founder at Wings Marketing and Management Training BV Rotterdam & The Hague, Netherlands

2007 - 2011

Wings Marketing and Management Training was a member company of a large B2C organization with over 1,000 offices across 30 countries.

Achievements:

- Management of daily operations, including recruitment, administration, human resources, and sales
- Supported operations development across 8 locations and expansion into Belgium
- Trained all EU training academy trainers and streamlined training processes
- Managed South Netherlands region headquartered in The Hague
- Trained Rotterdam location both in the field (D2D) & in the office
- Created all corporate processes, training manuals, and company presentations
- Delivered over €25M in sales value to customers (B2C in energy & security)
- Launched a new sales division (B2C Events) in the Netherlands
- Increased new hire performance by 20% and retention by 35%
- Achieved 65% office growth, 143% sales growth, and 12% quality improvement over 12 months
- Training materials & procedures became "Best Training Practices" in Benelux
- The company reached No. 1 in sales volume among 180 EU offices within 6 months
- The company became one of the 3 most profitable Dutch offices for over 12 consecutive months
- The company and I received 37 awards for business and sales development & team growth

MD & Founder at Eloquent Marketing UK Ltd London & Luton, United Kingdom

2002 - 2007

My first venture into entrepreneurship following advice from a mentor at Airbus, due to difficulties returning to the company for security reasons after 9/11/01. One of my greatest learning experiences and biggest professional challenges for paradigm shift and self-confidence, as well as ego management.

Achievements:

- Learned D2D sales, recruitment, and "train the trainer" training practices
- Developed office from zero to full operational level, personally training the entire office
- Responsible for daily corporate operations, ensuring expansion to two new locations
- Office repeatedly reached the top 3 performers in the United Kingdom (out of 132 offices)
- Office received 42 awards for sales development, business development & teamwork
- Delivered over £32M in sales value to customers (B2C energy)
- Invited to over 30 local & global "Rising Star & Best Practices" meetings
- Invited to support the Benelux country head

Private - Helicopter Flight Engineer, Army Aviation Greece

2000 - 2001

The Hellenic Army Aviation is part of the Hellenic Armed Forces. I served 18 months as part of National Service in Greece. The unit operates light aircraft and attack helicopters.

Achievements:

- Trained as flight engineer for UH-1H (Huey) helicopters
- Assigned to "Inspection & Quality Control Department"
- Responsible for training new recruits, technical library, and manual translations

Experience

Trainee - Customer Support Services Department at Airbus Group Blagnac, France

1998 - 1999

Airbus Group SE is a European multinational aerospace and defense group. I was the first student of City University of London's history to be invited and complete a training internship at Airbus. I served directly under the Vice President of Customer Support Service and his executive team, where I took on supporting roles.

Achievements:

- Training extension offered from 3 weeks to 52 weeks
- Led and completed over 60 cross-departmental projects saving millions of euros for the company

Projects included:

- Airbus maintenance facilities guide
- Purchase agreement analysis
- Lease budget estimates
- Thorough business study of 4 company departments, etc.
- Supported customer presentations with heads of state and VIPs on various occasions, including the delivery of 4 A340s to the Greek Consul General in France
- Received a monetary excellence award for internship and training report was displayed in the Airbus library as an example for future interns regarding reports to be delivered
- Offered training extension at Airbus Industry North America (AINA)

Offered positions within Airbus in Toulouse in the departments of:

- Customer Support Services
- Airbus Marketing
- Airbus Military
- Airbus Engineering
- Airbus Sales

I had to decline the offers and postpone those until after my National service in Greece.