

Nikolaos Fininis

Brand Strategy

Summary

I am Nikolaos Fininis, a seasoned brand strategist with expertise in generating and executing **humanity-centred purpose-led business strategies**. I specialise in merging creativity with **strategic thinking**, crafting purpose-driven futures and implementing it in a structured and efficient way. Proficient in **Design Thinking, Lean Six Sigma, and Systemic Thinking**, I **empower businesses to transform into adaptable and profitable models**.

My collaborative approach centres on **working with people to serve people**, fostering meaningful connections and authentic brand experiences. With an extensive career in an international space, I consistently showcase **leadership, problem-solving, and communication skills, bringing clarity to ambiguity** and kick-starting purpose-led growth.

Selected Experience



STRATEGY & INNOVATION LEAD

Dot&Line | Athens Oct2023 - present

Strategy Development
Formulate and articulate the overall strategic vision for the agency, aligning it with business objectives.

Communication & Presentation
Effectively communicate strategic vision and innovative solutions to internal teams, clients, and other stakeholders.

Client Collaboration
Act as a strategic advisor to clients, providing insights and recommendations for achieving their business objectives.

Team Leadership
Provide guidance and mentorship to team members, helping them develop their strategic and innovative capabilities.

Project Management
Oversee the implementation of strategic initiatives and innovation projects, ensuring they are delivered on time and within budget.

Innovation Management
Drive the development of innovative solutions that meet client needs and differentiate them from competitors.

Performance Monitoring & Measurement
Define key performance indicators (KPIs) to measure the success and continuously iterate based on performance insights and feedback.



STRATEGY & INNOVATION LEAD

Stirixis Group | Athens Feb2022 - Sep2023

Internal Strategy Development
Formulate the strategy of the group, articulate the brand narrative, build a comprehensive list of objectives and goals for the business.

Internal Strategy Implementation
Create the critical path of implementing the strategy and assuring all operations are aligned.

Client Strategy Development
Create and articulate innovative strategies that bring prosperity to client's businesses.

Client Collaboration
Working closely with clients, designing and facilitating strategy workshops and acting as a strategic advisor to all decisions regarding business transformation.

Team Leadership
Create the processes of the Strategy team, template the various documents and guide the team to the new strategic thinking and unlocking their potential.

Project Management
Oversee and manage the implementation of strategic initiatives, ensuring the activities stay on-brand and within the client's capabilities.

Communication & Presentation
Effectively communicate strategic vision and innovative solutions to internal teams, clients, and other stakeholders.

Performance Monitoring & Measurement
Define key performance indicators (KPIs) and set the foundations for measuring and monitoring.



FOUNDER & STRATEGIC DIRECTOR

Spectrum | The business designers | London Jan2020 - Mar2023

Strategy Ownership

Develop and lead the implementation of all strategic plans. Ensure adaptability and alignment with client's business objectives.

New Business Development

Identify and pursue new business opportunities; lead pitches and presentations to prospective clients.

Brand Positioning, Marketing & Communication

Create brand narratives, introduce a holistic marketing strategy and effectively communicate the new business vision to all stakeholders.

Team Leadership & Development

Lead and inspire a team of strategists, designers and creatives, ensuring alignment with strategic goals.

Client Engagement

Build and maintain strong relationships with clients; become their strategy ambassador and provide recommendations on all strategic decisions.

Market Research & Analysis

Conduct thorough market research & analysis to identify industry trends, competitor activities, and opportunities for growth.

Project Management

Oversee and manage the implementation of strategic activities; see each project to its completion and fully adjust deliverables to client's business objectives.



BUSINESS DESIGN, INNOVATION & EXPERIENCE DESIGN

Ernst & Young | Athens Sep2021 - Jan2022

Consult on **experience design** and end-to-end development of new digital products. Gather customer insights by conduct surveys and workshops to acquire both qualitative and quantitative data; benchmarking and market analysis; design prototypes on Figma and deliver them for development.



BUSINESS DESIGNER

Business of Brand Group | London May2017 - May2020

Work alongside the senior team of BoB to **design growth strategies** for businesses. Develop and manage the implementation of the brand strategies. Design the end-to-end of a brand system and go through developing product, channel and campaign strategies that feed down to activation. Part of a very senior team of creative and business people that deliver strategic growth to an array of different scale-up businesses.

Conduct workshops, seminars and educational days to teach frameworks on brand fame. Work closely with the participants and take them through the IP, putting down the strategic foundations for their business transformation.



BRAND STRATEGY INTERN

SVI Design | London Jan2016 - Apr2016

Work closely with the senior management on various branding projects. **Design strategies and collateral** for various implementations, online and offline, and present the designs back to the high-profile clientele of the agency. Additionally, develop the **internal marketing strategy** for the agency by working closely with the founder and senior marketing management.

Education



MA Design Strategy and Innovation

Brunel University | London



BA Product Design

AKTO College | Athens



BSc General Agriculture & Viticulture

Agricultural University of Athens | Athens

Expertise

- Brand Strategy
- Marketing Strategy
- Communication
- Design Direction
- Leadership Consulting
- Design Thinking
- Problem Solving
- Strategy & Innovation
- Creativity
- Holistic Approach