

# STAVROS TSENTEMEIDIS

Thessaloniki, Greece

(+30) 6978418403 | [stavros.tsentemeidis@gmail.com](mailto:stavros.tsentemeidis@gmail.com)

LinkedIn: <https://www.linkedin.com/in/stavros-tsentemeidis-244762133/>

Personal Site: <https://tsentemeidis.github.io/personal-site/>

## PROFESSIONAL SUMMARY

I excelled at the Greek National Exams and ranked 1<sup>st</sup> in my department. Leading the Business Development department of an education startup called, Bonding Beyond Borders. Became the leader of a successful Marketing Team, leading them to a great performance (2<sup>nd</sup> overall) at the FSAE International competition. I really love puzzles and I want to expand this love to the business problems and learn how to solve them effectively through the power of Data & Analytics.

## EDUCATION

### IE BUSINESS SCHOOL

*Master's in Business Analytics & Big Data (MBD)*

MADRID, SPAIN

OCT. 2018 – JULY.2019

Knowledge acquired through the Master includes R, Python, Spark, Hadoop and SQL. There is also practical experience through Datathons and Enterprise Challenges (e.g. IBM Watson Challenge) organized by the IE University (HST).

### UNIVERSITY OF MACEDONIA

*Bachelor of Science, Business Administration*

THESSALONIKI, GREECE

SEPT. 2014 – JULY 2018

1st ranking in the entry scores among the students during the academic year 2014 – 2015.

## PROFESSIONAL EXPERIENCE

### BONDING BEYOND BORDERS

*Business Development Director*

MADRID, SPAIN

FEB. 2019 – NOW

- Bonding Beyond Borders is a startup on the educational sector, focusing on helping teachers discuss controversial social topics with their students and promote diversity, through an interactive and fun board game.
- Won the Global Facebook Challenge among 50 teams last year.
- Leading the business development department, the expansion of the activities and preparing pitches and presentations to attract and convince the different stakeholders.

### BLISS POINT PREMIUM FOOD PRODUCTS (ORIZONTES S.A)

*Assistant Brand Manager*

THESSALONIKI, GREECE

SEP. 2017 – OCT.2018

- Developed part of the Point of Sale material design and implementation.
- Responsible for the artwork implementation and the social media communication, as well as Instore Consumer Testing events.

### DEMOCRITUS RACING TEAM (N.G.O)

*Marketing Manager*

XANTHE, GREECE

OCT.2015 – SEPT.2017

- Responsible for recruiting and managing of the team for 2 consecutive years, defining the roles and responsibilities.
- Led the design and implementation of the Business Plan at the team's participation in the FSAE International Competition (2nd place overall among 14 teams).

### AHOLD DELHAIZE – ALFA BETA VASSILOPOULOS S. A

*Retail Corridor Assistant*

THESSALONIKI, GREECE

JUL. 2016 – OCT. 2016

- Responsible for organizing the stock/shelves, suggesting improvement of the renovated store at the liquor/drinks department.

### PLAISIO COMPUTERS A.E.B. E

*Trainee*

THESSALONIKI, GREECE

JUN.2015

- I participated and worked in the whole educational procedure of the company (3x 8hr seminars) to work as a smartphone salesman.

## LANGUAGES

English (Bilingual); Spanish (Fluent, daily use since 2018); Greek (Native)

## OTHER INTERESTING INFORMATION

- Deep love for the gaming industry both as a gamer and as an analyst in games like League of Legends, Counter Strike etc.
- Volunteer for AIESEC (2014) & Greek Red Cross – First Aid Courses for citizens (2016).
- Google Certifications on Academy for Ads (Google Analytics Individual Certification, AdWords Display Certification, AdWords Search Certification, AdWords Shopping Certification, AdWords Video Certification, Digital Sales Certification, Mobile Sites Certification, AdWords Fundamentals, AdWords Mobile Certification) (2018, 2019).