

# Mr. Andreas Zaras

## Personal Details

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## Profile Statement

Data science and Artificial Intelligence professional with academic qualifications that lie in the fields of Management Science/ Operational Research and Econometrics. Possesses significant experience in the field of Artificial Intelligence that started twenty two years ago, while he was conducting his first MSc thesis in the area of simulation optimization. Also, after attending three different business schools in two countries, possesses a solid business background with emphasis in marketing, finance and operations. He has participated as a consultant in numerous projects related to data exploitation for business decision making in areas such as data integration, data quality, business intelligence and business analytics. He has taught post graduate courses in Decision Making, Marketing Analytics, Credit Risk Analytics, Business Forecasting, Data Management, Business Intelligence, Traditional Statistics and Machine Learning at the University of Athens, Athens Laboratory of Business Administration, University of Patras, Athens University of Economics and Business, University of Central Lancashire - Cyprus Campus, Cyprus International Institute of Management, and the American College of Greece - Deree. His research work in Business Intelligence, Operational Research and Econometrics has appeared in conference proceedings of the Hellenic Operational Research Society. He is a member of INFORMS and the Hellenic Operational Research Society and a certified SAS Programmer, highly skilled in SQL, Python and VBA. Finally, he has received awards for teaching excellence from AUEB (two times) and for academic excellence from ALBA.

## Education

### ALBA Graduate Business School

May 2011 - Dec 2013

Attended four (4) courses that are part of the Professional MBA curriculum.

- One month course in Brand Management taught by Professor Leslie de Chernatony (Aston Business School).
- Two Month Course in Marketing Communications taught by Professor Ibrahim Hegazy (American University of Cairo)
- Two Month Course in Supply Chain Management taught by Professor George Hadjinicola (University of Cyprus).
- Two Month Course in Business Intelligence taught by Professor Thanos Papadimitriou (University of Bocconi and London Business School)

### ALBA Graduate Business School

Sep 2005 – Dec 2007

MSc in Finance (Part – Time)

Modules Undertaken: Financial Modelling, Econometrics, Portfolio Management, Forecasting, Investments, Derivatives, Fixed Income Analysis, Financial Accounting, Corporate Finance, Macroeconomics.

MSc Dissertation: Volatility spillovers between European derivatives markets: The case of Greece and the United Kingdom for index futures markets using intraday data.

### Warwick Business School, UK

Oct 2000 - Oct 2001

MSc in Management Science and Operational Research

Core Modules Undertaken: Optimization, Statistics and Stochastics, Simulation, Forecasting, Data Envelopment Analysis, Methodology of Operational Research and Systems Thinking, Computing and MIS, Spreadsheet Modelling, Databases.

MSc Dissertation: Simulation and Optimization: Developing a decision support system, by connecting Simul8, Excel and Visual Basic for Applications, for optimizing discrete event simulation models with discrete parameters using heuristic search methods (random search, local search, simulated annealing).

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**Education (Cont'd)**


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**Athens University of Economics and Business****Oct 1996 - Jun 2000**

Department of Management Science/ Operational Research and Marketing, Grade: 7.9/ 10

Core Modules Undertaken: Statistics, Mathematical Programming and Heuristics, Simulation, Logistics and Supply Chain, Operations Management, Financial Management and Accounting, Project Management, MIS and DSS, Computing, Marketing and Strategic Management, Personnel Management Systems, Economics.

**University Admission Examinations****June 1996**

Grades: Mathematics 159/ 160, Micro/ MacroEconomics 159/ 160, History 153/ 160, Composition 137/ 160. These grades enabled me to rank 16<sup>th</sup> in Greece among more than 30,000 candidates and enter the university department with the highest entrance requirements in the country.

**1<sup>st</sup> Lyceum (High School) of Lamia****Sep 1993 - Jun 1996**

Graduated with grade "Excellent" (18 9/11)

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**Technical Seminars Attended**


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- "Oracle BI 11g R1: Analyses, Dashboards & Repositories Bootcamp", Five – day seminar Organized by Oracle Hellas, Athens, Greece, 2016.
- "Advanced Analytics for Customer Intelligence", 20 hour live web course organized by SAS Institute US and taught by Prof Bart Baesesns (KU Leven), 2014.
- "Implementing and maintaining Microsoft SQL Server 2008 Analysis Services (Microsoft course 6234)". Three - day seminar organized by ICTC (Microsoft Gold Certified Partner), Athens, Greece, 2011.
- "Implementing and maintaining Microsoft SQL Server 2008 Reporting Services (Microsoft course 6236)". Three - day seminar organized by ICTC (Microsoft Gold Certified Partner), Athens, Greece, 2011.
- "Data Analysis and Data Modelling". Five - day seminar organized by Eurostat and the Swiss Statistical Service, Neuchatel, Switzerland, 2011.
- "Developing web applications using PHP and MySQL", Five - day seminar organized by the Hellenic National School of Public Administration, Athens, Greece, 2011.
- "Credit Scoring and Data Mining". Seven - day seminar organized by SAS Institute BE and taught by Prof Bart Baesesns (KU Leven), Tervuren, Belgium, 2004.
- "Data Cleansing using df Power Studio". Four - day seminar organized by DataFlux Corp, Cary, NC, USA, 2004.
- "Time Series Forecasting Using SAS/ ETS Software". Three - day seminar organized by SAS Institute, Athens, Greece, 2003.
- "Data Dissemination and Publication of Statistics". Three - day seminar organized by Eurostat and the ICON Institute, Copenhagen, Denmark, 2010.
- "Developing applications using relational databases (MS – Access)", Ten - day seminar organized by the Hellenic National School of Public Administration, Athens, Greece, 2012.
- "Data Management and Manipulation Using SPSS Syntax". Two - day seminar organized by SPSS BI, Athens, Greece, 2010.
- "Project Management using MS - Project". Ten - day seminar organized by the Hellenic National School of Public Administration, Athens, Greece, 2011.
- "Applying Data Mining Techniques using SAS Enterprise Miner Software". Three - day seminar organized by SAS Institute, Athens, Greece, 2004.
- "Forecast Made Easy with SPSS Forecasting". One - day seminar organized by SPSS BI, Athens, Greece, 2010.
- "SPSS Statistics Advanced Reporting and Analysis". One - day seminar organized by SPSS BI, Athens, Greece, 2010.

**Publications in Conferences**

- "Design and implementation of Business Intelligence infrastructure: The case of a Decision Support System for providing insights about the past, current and future pricing conditions in a countrywide fast moving consumer goods market". Paper and presentation on the proceedings of the 23<sup>d</sup> National Conference of the Hellenic Operational Research Society, pp 14-19 (ISBN: 978-960-87277-8-6), Athens, 12-14/09/2012. Keywords: Business Intelligence, Decision Support Systems, Data Warehousing, OLAP Cubes & Reporting, Time Series Forecasting, Seasonal Adjustments.
- "Intraday periodicity and volatility spillovers between European derivatives markets: The case of Greece and the United Kingdom for index futures markets". Paper and presentation on the proceedings of the 21<sup>st</sup> National Conference of the Hellenic Operational Research Society, pp 557-576, Athens, 28-30/05/2009. Keywords: Econometrics, Volatility Forecasting, GARCH modelling, Intraday High Frequency Data, Derivatives, Futures Markets.
- "Optimizing discrete - event simulation models with discrete parameters using heuristic search methods". Paper and presentation on the proceedings of the 20th National Conference of the Hellenic Operational Research Society, pp 787-796, Spetses, 19-20/06/2008. Keywords: Operational Research, Simulation, Optimization, Heuristic Search Methods, Decision Support Systems, Artificial Intelligence.

**Invited Presentations**

- "The role of the data scientist in a world flooded with data". Presentation given to students of the MSc Information Systems and Services, Department of Digital Systems, University of Piraeus after invitation by Prof. Maria Chalkidi, December 2019.
- "Introduction to Data Mining: Pattern Discovery Techniques", November 2019: Four-hour guest lecture given to students of the department of Management Science & Technology, Athens University of Economics & Business, during the course Business Analytics, after invitation by Prof. George Lekakos.
- "How business analytics exploit data to drive decision making". Presentation given to the faculty and students of Deree – American College of Greece after invitation of the CIS department – Deree, November 2018.
- "Decision Making in a Big Data World: Gaining Competitive Advantage through Business Intelligence & Analytics", May 2018. Presentation given to participants of the Education Festival 2018 after invitation by the School of Computing, Mediterranean College.
- "Retail Marketing Analytics for Personalized Marketing Efforts", June 2017: One hour guest lecture given to students of the postgraduate program Big Data and Business Analytics: Theory and Practice of the Athens University of Economics and Business, after invitation by Prof. Damianos Chatziantoniou.
- "Introduction to Data Mining: Pattern Discovery Techniques", December 2014: Three hour guest lecture given to students of the department of Management Science & Technology, Athens University of Economics & Business, during the course Business Intelligence and Big Data Analytics, after invitation by Prof. Damianos Chatziantoniou.
- "Data Management, Statistical Analysis & Data Mining Using SAS technologies", December 2014 and January 2015. Fourteen hour guest lecture given to students of the department of Computer Engineering and Informatics, University of Patras, after invitation by Prof. George Pavlides and Prof. Photios Nanopoulos.
- "Business Analytics in Practice: The Case of Demand Forecasting", April 2014 and June 2013: Two hour guest lecture given to ALBA MBA students during the course Business Intelligence, after invitation by Prof. Thanos Papadimitriou. December 2014 and April 2014: One hour guest lecture given to students of the postgraduate program Big Data and Business Analytics: Theory and Practice of the Athens University of Economics and Business, after invitation by Prof. Damianos Chatziantoniou.

**Invited Presentations (Cont'd)**

- "Delivering Business Intelligence Using Microsoft SQL Server Technologies: A Technical Case Study", May 2012: Two hour guest lecture given to ALBA MBA students during the course Business Intelligence, after invitation by Professor Thanos Papadimitirou.
- "Demand Forecasting Initiative at SAS Institute Greece & Cyprus", January 2012: Presentations given to the sales and marketing team of SAS Institute SA. The objective was to transfer my knowledge about demand management, quantitative forecasting, related solutions from SAS and the competition and SAS customer success stories in the field, so as for the company to be equipped with the necessary expertise to penetrate in the market of demand forecasting software solutions and related services (mainly with its flagship product "Forecast Server").

**Work Experience**

**Athens University of Economics and Business**

**Sep 2015 - Now**

- Position: • Instructor of Data Driven Decision Making Using SAS
- Duties: • Instructor of the 48 hour course entitled "Data Driven Decision Making" offered to 50 post graduate students of the MSc in Management Science & Technology. The course covers Data Management (15 hours), Business Intelligence (6 hours), Traditional Statistics (12 hours) and Data Mining (12 hours) with applications in SAS Enterprise Guide, SAS Visual Analytics and SAS Enterprise Miner. The successful completion of the course along with a relevant project leads to the SAS Joint Certificate in Business Intelligence and Data Mining.

**University of Piraeus**

**Jun 2022 - Now**

- Position: • Instructor of Visualization and Business Analytics
- Duties: • Nine hour lectures with titles "Visualization Techniques" and "Machine Learning with Applications in Credit Risk". The lectures were part of the courses "Visual Analytics" and "Deep Learning" of the MSc in Cybersecurity and Data Science offered by the Department of Informatics of the University of Piraeus. The attendants were around 40 students from the above mentioned postgraduate program.

**ALBA Graduate Business School**

**Feb 2014**

- Position: • Instructor of Business Intelligence and Analytics
- Duties: • Two hour lecture with title "Business Intelligence and Business Analytics in practice: The Case of Demand Forecasting". The attendants were MBA students from the Cyprus International Institute of Management (CIIM) that visited ALBA as part of the ALBA – CIIM exchange program. The lecture was conducted in English.

**Athens University of Economics and Business**

**Feb 2014 - Now**

- Position: • Instructor of Business Analytics
- Duties: • Instructor of the 18 hour course entitled "Business Analytics in Practice" offered every year to 50 - 60 post graduate students of the MSc in Business Analytics and the Big Data and Business Analytics postgraduate program. The course covers machine learning and forecasting with applications in SAS Visual Data Mining and Machine Learning and SAS Visual Forecasting.
- Course Evaluations  
2015-2016: Full Time: 8.77/ 10, Part Time: 9/ 10  
2016-2017: Full Time: 8.69/ 10, Part Time: 8.72/ 10  
2018-2019: Combined Full – Time and Part – Time: 9.14/ 10

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**Work Experience (Cont'd)**


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**ALBA Graduate Business School****June 2014 - Now**

Position: • Instructor of Marketing Analytics

- Duties: • Instructor of the 14 hour course entitled "Marketing Analytics with SAS" offered to 15 post graduate students of the ALBA MSc in Marketing. The course covers the theory behind clustering, association analysis, predictive modeling, forecasting and visualization and uses case studies to illustrate how market segmentation, market basket analysis, customer response models, demand forecasting and sales data analysis can be applied in practice. The lectures are conducted in English.
- Course Evaluations  
2019-2020: 4.21/ 5  
2018-2019: 4.44/ 5  
2017-2018: 4.66/ 5  
2016-2017: 4.64/ 5  
2015-2016: Full Time: 4.23/ 5, Part Time: 4.46/ 5  
2014-2015: 3.80/ 5  
2013-2014: 3.97/ 5

**ALBA Graduate Business School****Sep 2020 - Now**

Position: • Instructor of Credit Risk Analytics

- Duties: • Instructor of the 7 hour course entitled "Credit Risk Analytics" offered to 11 post graduate students of the ALBA MSc in Finance. The course covers the theory predictive modeling uses case studies to illustrate how credit scoring can be applied in practice. The lectures are conducted in English.

**ALBA Graduate Business School****June 2020**

Position: • Instructor of Marketing Analytics

- Duties: • Instructor of the 14 hour course entitled "Marketing Analytics with SAS" offered to 11 post graduate students of the ALBA MSc in International Business Management. The course covers the theory behind clustering, association analysis, predictive modeling, forecasting and visualization and uses case studies to illustrate how market segmentation, market basket analysis, churn prediction, demand forecasting and sales data analysis can be applied in practice. The lectures are conducted in English.
- Course Evaluations  
2020: 4.78/ 5

**CIIM – Cyprus International Institute of Management****Sep 2018 – Apr 2020**

Position: • Instructor of Data Mining, Visualization and Forecasting

- Duties: • Instructor of the 32 hour course entitled "Data Mining, Visualization and Forecasting" offered to 18 post graduate students of the MSc in Business Intelligence and Data Analytics postgraduate program and Erasmus MBA students from India. The course covers data mining, demand forecasting and visualization with applications in SAS Enterprise Miner, SAS Forecast Server and SAS Visual Analytics.
- Course Evaluations  
2018: 4.66/ 5  
2020: 4.66/ 5

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**Work Experience (Cont'd)**


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**National & Kapodistrian University of Athens (EKPA)****Mar 2014 - Dec 2015**

Position: • Instructor of Data Driven Fraud Detection

Duties: • Instructor of the 18 hour course entitled "Data Driven Insurance Fraud Detection" delivered to 20 students of the postgraduate diploma in Internal Audit, offered by the department of Business Economics and Finance, University of Athens. The first part is about data exploitation for supporting insurance fraud – related decision making and covers concepts such as data warehousing, data quality and integration, ETL processes, business intelligence and business analytics. The second part discusses the six pillars of the SAS Fraud Framework (business rules, watch lists, anomaly detection, text analytics, social network analytics and predictive analytics) whereas the third part contains hands on training on SAS Enterprise Guide for combatting insurance fraud using business rules and watch lists. The lectures are conducted in the English.

**ALBA Graduate Business School****Feb 2019**

Position: • Instructor of Business Analytics

Duties: • Two hour lecture with title "Business Analytics in practice: The Case of Demand Forecasting" as part of the course Business Analytics of the ALBA Mini MBA for Pharma Professionals.

**University of Central Lancashire – UCLan (Cyprus Campus)****Nov 2017**

Position: • Instructor of Data Driven Decision Making

Duties: • Trained the faculty (PhD holders) of the MSc in Data Analytics of the University in Data Mining, Business Intelligence and Time Series Forecasting during a five-day training. The event was facilitated by SAS software i.e. Enterprise Miner, Visual Analytics and Forecast Server and was of 40 hours duration. The objective was to transfer knowledge in the field of data driven decision making so as the faculty to be aided in their research efforts and be able to teach the material relevant material to the MSc students.

**Athens University of Economics and Business****Jun 2017 - Now**

Position: • Instructor of SAS Programming

Duties: • Instructor of the 30 hour course entitled "SAS Programming" delivered to 20-30 postgraduate students of the MSc in Business Analytics. The course covers topics of SAS Programming 1 and SAS programming 2 plus Proc SQL. The successful completion of the course along with a relevant project leads to the SAS Joint Certificate in SAS Programming and Data Mining.

- Course Evaluations  
November 2019: 9.46 / 10

**Athens University of Economics and Business****Jun 2015 - Now**

Position: • Responsible for the MSc MST and MSc Business Analytics - SAS Joint Certificate

Duties: • Prepared the case studies for the milestone projects of the following SAS Joint Certificates: MSc Business Analytics and SAS Joint Certificate in SAS programming and Data Mining, MSc Management Science and Technology and SAS Joint Certificate in Business Intelligence and Data Mining. Evaluated the deliverables of the above certificates, prepared and evaluated the relevant examinations and participated in the committee for evaluating the presentations of the work done from the students.

**Work Experience (Cont'd)**

**American College of Greece – Deree College**

**Jan 2019 - Now**

Position: • Instructor of Business Analytics

Duties: • Instructor of the 39 hour course entitled "SAS Platform for Business Analytics" delivered to 11 postgraduate students of the MSc in Data Science. The course covers Data Management using SAS Enterprise guide, Data Mining using SAS Enterprise Miner and various other topics such as Business Intelligence using SAS Visual Analytics and Demand Forecasting using SAS Forecast Server. The successful completion of the course along with a relevant project leads to the SAS Joint Certificate in Business Analytics and Data Mining.

**American College of Greece – Deree College**

**May 2019 - Now**

Position: • Instructor of Business Analytics

Duties: • Instructor of the 39 hour course entitled "Applied Business Analytics" delivered to 10 undergraduate students of the following BSc degrees: Computer Information Systems, Information Technology, Operations Management. The course covers data management, marketing Analytics such as customer segmentation and market basket analysis, risk management and demand forecasting with applications in SAS Enterprise Guide, SAS Enterprise Miner and SAS Forecast Server.

**American College of Greece - Deree**

**Jun 2015 - Now**

Position: • Responsible for the MSc Data Science - SAS Joint Certificate

Duties: • Prepared the case studies for the milestone projects of the SAS – Msc Data Science - Deree Joint Certificate in SAS programming and Data Mining. Evaluated the deliverables of the above certificates, prepared and evaluated the relevant examinations and participated in the committee for evaluating the presentations of the work done from the students.

**American College of Greece – Deree College**

**Feb 2020 – April 2020**

Position: • Instructor of Exploratory Data Analysis for Business

Duties: • Instructor of the 39 hour course entitled "Exploratory Data Analysis for Business" delivered to 7 undergraduate students of the following BSc degrees: Computer Information Systems, Information Technology, Operations Management. The course covers introduction to data driven decision making, exploratory statistics such as descriptive stats and correlations and reporting and visualization with applications in SAS Visual Analytics on SAS Viya.

**National & Kapodistrian University of Athens (EKPA)**

**May 2018**

Position: • Instructor of Quantitative Techniques

Duties: • Instructor of the six (6) hour course entitled "Quantitative Techniques" delivered to postgraduate students of the MBA in Internal Audit of the University of Athens.

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**Work Experience (Cont'd)**


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**University of Central Lancashire – UCLan (Cyprus Campus)****Jun 2020**

Position: • Instructor of Machine Learning

Duties: • Trained the faculty (PhD holders) of the MSc in Data Analytics of the University in Machine Learning during a two day training. The event was facilitated by SAS software i.e. SAS Visual Data Mining and machine Learning/ Model Studio on SAS Viya. The objective was to transfer knowledge in the field of machine learning so as the faculty to be aided in their research effort and be able to teach relevant material to the MSc students.

**University of Piraeus****Oct 2020 – Now**

Position: • Instructor of Data Management and Data Analytics

Duties: • Instructor of the 39 hour course entitled "Data Management and Machine Learning" delivered to 12 postgraduate students of the MSc in Information Systems and Services. The course covers clustering, association rules, predictive analytics and topics of SAS Programming 1 and 2. The successful completion of the course along with a relevant project leads to the SAS Joint Certificate in Data Management and Data Analytics.

**University of Piraeus****Oct 2022 – Now**

Position: • Instructor of Business and Data Analytics

Duties: • Instructor of the 39 hour course entitled "Data Management and Machine Learning" delivered to 10 postgraduate students of the MSc in Cybersecurity and Data Science. The course covers clustering, association rules, predictive analytics and topics of SAS Programming 1 and 2. The successful completion of the course along with a relevant project leads to the SAS Academic Specialization in Business and Data Analytics.

**SAS Institute SA****Dec 2012 - Now**

Position: • Analytics Consultant, Trainer.

Duties: • Acted as pre sales analytics consultant for SAS forecasting, econometrics and data mining software (ETS, HPF, Forecast Server, Enterprise Miner) in retail, pharmaceuticals, manufacturing and utilities sales leads.

• Acted as the instructor in SAS - related trainings (ANOVA, Regression & Logistic Regression using SAS STAT, Time Series Forecasting using SAS ETS, Base SAS Programming I and II, Forecast Server, Data Mining Techniques Using Enterprise Miner, Enterprise Guide, SAS Macro Language, SAS Visual Analytics, SAS Fast Track covering Base I, II, Macros, SQL) provided to Cooperative Bank of Cyprus (CCB), National Bank of Greece, Cosmote, AstroBank Cyprus, Piraeus Bank, Citibank, Symphony IRI, Ergo Insurance, Eurolife Insurance, Alpha Bank, Idrogeios Insurance, Interamerican, AXA, Greek Telecoms Organization (OTE), Emporiki Bank, Qualitis CRO, LeasePlan, SANY Consulting, Computer Programmer's School of the Hellenic Army, post graduate university students (Athens University of Economics & Business/ MSc Statistics, University of Athens/ Doctoral researchers in various areas, MSc Statistics & OR, University of Piraeus/ MSc Statistics) etc.

• Worked closely with the Marketing and Education Manager to establish strong partnerships between SAS and Greek academic institutions (e.g. University of Patras, University of Piraeus, ALBA Graduate Business School, Athens University of Economics and Business, American College of Greece – Deree, University of Central Lancashire, University of the Aegean, University of Thessaly, CIIM etc). Participated in high level meetings with university faculty and conducted short seminars and demonstrations (pre-sales) to academic staff.



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**Work Experience (Cont'd)**


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**SAS Institute SA****Dec 2012 - Now**

- Duties:
- Led the creation of the following SAS Joint Certificates (JC): SAS - MSc Management Science & Technology/ AUEB JC in BI & Data Mining, SAS - Department of Statistics/ AUEB JC in Statistical Data Analysis, SAS - MSc Business Analytics/ AUEB JC in SAS Programming & Data Mining. Created the certificate's structure and curriculum by combining the skills asked in the job market and the profile of the department.
  - Key speaker and panelist in the SAS event entitled "Demand Forecasting in Practice" organized on the 27th of February 2014 at the Athenaeum Intercontinental by SAS and Lancaster University. The attendants were executives from large manufacturing and retail companies. Also participated in one-to-one meetings with executives from various companies to discuss their forecasting pains and potential for implementation of SAS demand forecasting solutions.
  - Key speaker and panelist in the "8<sup>th</sup> Panorama of Entrepreneurship and Career Development" organized on the 9-11 March 2018 in Athens and more specifically in the session entitled "Data Analytics: A rapidly growing sector that offers opportunities for entrepreneurship and employment".
  - Analytics Consultant, Trainer.
  - Acted as pre sales analytics consultant for SAS forecasting, econometrics and data mining software (ETS, HPF, Forecast Server, Enterprise Miner) in retail, pharmaceuticals, manufacturing and utilities sales leads.
  - Acted as the instructor in SAS - related trainings (ANOVA, Regression & Logistic Regression using SAS STAT, Time Series Forecasting using SAS ETS, Base SAS Programming I and II, Forecast Server, Data Mining Techniques Using Enterprise Miner, Enterprise Guide, SAS Macro Language, SAS Visual Analytics, SAS Fast Track covering Base I, II, Macros, SQL) provided to Cooperative Bank of Cyprus (CCB), National Bank of Greece, Cosmote, AstroBank Cyprus, Piraeus Bank, Citibank, Symphony IRI, Ergo Insurance, Eurolife Insurance, Alpha Bank, Idrogeios Insurance, Interamerican, AXA, Greek Telecoms Organization (OTE), Emporiki Bank, Qualitis CRO, LeasePlan, SANY Consulting, Computer Programmer's School of the Hellenic Army, post graduate university students (Athens University of Economics & Business/ MSc Statistics, University of Athens/ Doctoral researchers in various areas, MSc Statistics & OR, University of Piraeus/ MSc Statistics) etc.
  - 24 February 2016: Taught the 4 hour course entitled "Customer Segmentation Techniques to 20 marketing professionals. The course was organized by the Hellenic Institute of Marketing/ Hellenic Association of Business Administration and covered the following sections: Data Driven Decision Making and Marketing Analytics, Traditional RFM Model, Modern (Data Mining Based) RFM Model, Hands On Case Study From the On Line Retail Sector Using SAS Enterprise Miner.
  - Key presenter in the SAS event entitled "Analytics Roadshow 2016" organized on the 22th of March 2016 at Athens Hilton. I was responsible for the demonstration of SAS Forecast Server software and also participated in one to one meetings with executives from various organizations explaining various aspects of analytics.

**Work Experience (Cont'd)**

**Ministry of Development, General Secretariat for Commerce**

**Sep 2004 –Now**

Position: • Directorate of Governmental Procurement MIS - Dept of Business Intelligence (09/2015 – Now).

- Duties: • Business Intelligence Developer and Analyst: The directorate is responsible for supporting the information system used to “run” the whole procurement process of all public organizations in the country. The BI department’s objective is to provide insights to political leadership and management team of the operational governmental procurement’s directorates to support decision making and also information to every other interested party (e.g. citizens). The technical infrastructure of the department comprises of two transactional databases, a data warehouse and a number of OLAP cubes and the relevant technical platform is Oracle. My main task is to create ad hoc reports by querying the Oracle database using PL/ SQL in Oracle SQL Developer and by using MS – Excel with VBA. Also some tasks are done by browsing the OLAP cubes using is Oracle Business Intelligence (OBIEE). Also created dashboards and data visualizations using Tableau Public and contributed to the production of the monthly and yearly reports about the public procurement in the country.
- Directorate of Governmental Procurement MIS - Dept of Business Intelligence (09/2015 – Now).
  - National expert in governmental procurement: Represented Greece in the meetings of the DG for Internal Market, Industry, Entrepreneurship and SME’s of the European Commission held in Brussels, where various topics concerning the influence of governmental procurement in innovation, entrepreneurship and SMEs were discussed.
  - Member of the Expert Group for Procurement Analytics organized by the European Commission.

Position: • Directorate of Market Surveillance - Dept of Prices Observatory (09/2009 – 08/2015).

- Duties: • Responsible for designing and implementing data management facilities (data warehouse, ETL processes), business intelligence infrastructure (OLAP cubes, multi-dimensional reporting), for data analysis (time series analysis, forecasting and seasonal adjustments) and for the training of colleagues in IT and analytics tools, in the context of the operation of an information system for market surveillance concerning prices. (IT tools used: SQL Management Studio, SQL Reporting, Analysis & Integration Services, SPSS, Excel - VBA). Member of the committee (consisting of executives from the National Statistical Authority, Ministry of Finance, Bank of Greece etc) that was formed to review the Consumer Price Index (National Statistical Authority Decision No: 3749/A1-2235/ 24-03-2014).

Position: • Directorate of Governmental Procurement (2007 – 2009).

- Duties: Adviser concerning issues related to governmental procurement of medical equipment. Project Manager in the development process of the EU funded IT project “Prices Observatory” with main duties to monitor the physical and financial scope of the project. Also contributed in the process of identifying the system requirements, testing the new system and monitoring its initial launch. Responsible for the payment of projects financed by the 3<sup>rd</sup> Community Support Framework with cost over three million Euro.

**Work Experience (Cont'd)**

**Ministry of Development, General Secretariat for Commerce**

**Sep 2004 –Now**

Position: • Directorate of Internal Trade - Dept of Food & Beverage Prices (2004 – 2006).

Duties: • Responsible for the statistical analysis & management of data about wholesale prices in the food & beverages market.

- Member of a consultative committee (consisting of executives from Information Society SA and General Secretariat of Commerce) that was formed to evaluate the feasibility, sustainability and technological adequacy of proposals, conducted by various Chambers throughout the country, for projects related to the development of e - business services to support small and medium size enterprises (SME's) - members of the Chambers.

**SAS Institute SA**

**Aug 2009 - Sep 2010**

Position: • External Consultant.

Duties: • Participated in a project related to the Greek localization of the Data Flux data quality - cleanse software (the objective was to create a Greek Quality Knowledge Base so as to support cleaning of Greek data). Created the rules for performing the data cleaning, provided language requirements, created databases of Greek data by using Excel - VBA and SAS, tested the knowledge base created.

**SAS Institute SA**

**Sep 2006 - Sep 2010**

Position: • External Trainer.

Duties: • Acted as the instructor in SAS-related trainings (ANOVA, Regression & Logistic Regression using SAS STAT, Time Series Forecasting using SAS ETS, Base SAS Programming I & II, Data Mining using SAS Enterprise Miner, Enterprise Guide) that were provided to various organizations such as National Statistical Service, KEEL, ILS, IPS, AC Nielsen, Allianz, IMS, Zeincro, Cetelem, SAS Institute, CitiBank, IRI, KPMG, Dextera Consulting, Nessos IT, H&S Tech Solutions, AXA Insurance, Eurobank, National bank.

**SAS Institute SA**

**Sep 2003 – Sep 2004**

Position: • Application Consultant (Full – Time).

Duties: • Provided consulting services concerning data management, data mining, forecasting, data cleansing and also technical support to various users of the SAS software.

- Initiated and led the launch of public trainings as a regular activity. Organized a large number of courses about various modules of the SAS software and since then public trainings became a core profitable activity of the office.
- Acted as the instructor in trainings related to Base SAS Programming, Statistics and Time Series Forecasting that were provided to various organizations such as National Bank of Greece, Emporiki Bank, KEEL, IRI, SAS Institute, EKTEPN, Nova Bank, Creta Farm.
- Participated in pre – sales activities for Base SAS, SAS STAT, SAS ETS (Econometrics and Time Series Forecasting), SAS Enterprise Miner (Data Mining Tool).

**SONY Hellas SA**

**Jun 1999 - Aug 1999**

Position: • Trainee, Marketing Department.

Duties: • Participated in various marketing activities (merchandizing, marketing research, advertising etc) and also provided support services to product managers.

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**Military Service**


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**Greek Army, Artillery****Jan 2002 - Mar 2003**

- Specialty: • Artillery Observer, Analyst - Programmer.
- Duties: • Personnel Officer Assistant (Artillery Unit, Samos).  
• Operations Officer Assistant (Infantry Brigade, Nea Santa, Kilkis).

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**Languages Spoken**


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- Greek:    Fluent    (Native Language)
- English:  Fluent    (Cambridge Proficiency)
- French:   Good      (Certificat de Langue Francaise)

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**Computer Knowledge**


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- MS – Office           • VBA                   • SAS Base, Macros, SQL, Enterprise Guide, SAS Studio
- MS – Project         • E – Views           • SAS STAT, ETS, Enterprise Miner, Forecast Server
- SPSS                   • SIMUL8              • SQL Server (T - SQL, Reporting, Analysis and Integration Services)
- MINITAB              • LINDO                • Oracle SQL Developer, PL/ SQL
- Oracle OBIEE 11g, Oracle BI Admin, Oracle Publisher
- Pentaho Data Integrator, SAS Visual Analytics, SAS Visual Statistics,
- Tableau, Python, SAS Visual Text Analytics
- SAS Visual Data Mining & Machine Learning, SAS Visual Forecasting

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**Awards**


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- Awarded a scholarship for academic excellence from the Athens Laboratory of Business Administration (total value 13,500€, covering tuition fees and studying material), to attend the ALBA part - time MSc in Finance.
- Received the 2018 - 2019 teaching excellence award from the Athens University of Economics and Business for the course entitled "Platforms and Systems for Business Analytics" included in the curriculum of the Full - Time MSc in Management Science and Technology.
- Received the 2019 - 2020 teaching excellence award from the Athens University of Economics and Business for the course entitled "Platforms and Systems for Business Analytics" included in the curriculum of the Full - Time MSc in Management Science and Technology

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**Supervision of MSc Thesis**


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- Co-Supervised the MSc Thesis of Dimitris Avgeris as part of the MSc in Management Science and Technology. Thesis Title: "Business Forecasting: The case of Greek Navy".
- Co-Supervised the MSc Thesis of Vasilis Varsamis as part of the MSc in Management Science and Technology. Thesis Title: "Business Analytics Field Study in a Greek Pharmaceutical Company using SAS Analytics Software & Solutions".
- Co-Supervised the MSc Thesis of Orestis Gavalas as part of the MSc in Management Science and Technology. Thesis Title: "Market Segmentation and Analysis of Buying Behavior Ανάλυση on the customer base of a wine on-line shop".
- Co-Supervised the MSc Thesis of Andreas Plessas as part of the MSc in Management Science and Technology. Thesis Title: "Application of Data Mining Techniques in an On – Line Store".
- Co-Supervised the MSc Thesis of Angelika Paritsi as part of the MSc in Management Science and Technology. Thesis Title: "Data Mining Techniques in the Electronic Commerce Sector: Application of the RFM and the Market Basket Analysis Models in a retail e- shop".
- Co-Supervised the MSc Thesis of Iliana - Vasiliki Tatrikou as part of the MSc in Management Science and Technology. Thesis Title: "Business Forecasting: The Case of Papayiannis Bros - Greek Halva Producers".

**Supervision of MSc Thesis (Cont'd)**

- Co-Supervised the MSc Thesis of Stamatis Vasilakakis as part of the MSc in Management Science and Technology. Thesis Title: "Data Analytics in the Modern Retail Sector: Applications, Trends and a Case Study from a Retail e - Shop".
- Co-Supervised the MSc Thesis of Pavos Avramidis as part of the MSc in Management Science and Technology. Thesis Title: "Data Mining Techniques for Developing Marketing Strategies in the e - Commerce Retail Sector".
- Co-Supervised the MSc Thesis of Iason Kyriakou as part of the MSc in Management Science and Technology. Thesis Title: "Demand Forecasting and Production Planning".
- Co-Supervised the MSc Thesis of Arestina Krantakou as part of the MSc in Management Science and Technology. Thesis Title: " Demand forecasting and Budgeting: The case of a of a retail company".
- Co-Supervised the MSc Thesis of Konstantinos Mantetzoglou as part of the MSc in Management Science and Technology. Thesis Title: "Demand forecasting: The case of Anatoli Spices S.A.".
- Co-Supervised the MSc Thesis of Sotirios Antypas as part of the MSc in Management Science and Technology. Thesis Title: "Clustering and churn prediction model for an online delivery platform".
- Co-Supervised the MSc Thesis of Apostolis Kalogirou as part of the MSc in Management Science and Technology. Thesis Title: "Data analysis and recommender systems in the field of online food ordering: application of the RFM model and the MBA technique".
- Co-Supervised the MSc Thesis of Styliani Giannoukou as part of the MSc in Management Science and Technology. Thesis Title: "Demand forecasting for an online food distribution platform".
- Co-Supervised the MSc Thesis of Amaryllis Drakatou as part of the MSc in Management Science and Technology. Thesis Title: "Customer segmentation, market basket analysis και recommendation systems of a Greek online marketplace for groceries".
- Supervisor of the MSc Thesis of George Giannakis as part of the MSc in Cybersecurity and Data Science, Dept of Informatics, University of Piraeus. Tentative Thesis Title: "Business Analytics Using Data from an On Line Food Delivery Platform".
- Supervisor of the MSc Thesis of Kostas Benakis as part of the MSc in Cybersecurity and Data Science, Dept of Informatics, University of Piraeus. Tentative Thesis Title: "Business Analytics Using Data from an On Line Food Delivery Platform".
- Supervisor of the MSc Thesis of Antonis Moraitis as part of the MSc in Cybersecurity and Data Science, Dept of Informatics, University of Piraeus. Tentative Thesis Title: "Business Analytics Using Data from an On Line Food Delivery Platform".
- Supervisor of the MSc Thesis of Maria Orfanidou as part of the MSc in Cybersecurity and Data Science, Dept of Informatics, University of Piraeus. Tentative Thesis Title: "Business Analytics Using Data from an On Line Food Delivery Platform".
- Supervisor of the MSc Thesis of Alexandra Papanikou as part of the MSc in Cybersecurity and Data Science, Dept of Informatics, University of Piraeus. Tentative Thesis Title: "Business Analytics Using Data from an On Line Food Delivery Platform".
- Supervisor of the MSc Thesis of Sergianna Siolou as part of the MSc in Cybersecurity and Data Science, Dept of Informatics, University of Piraeus. Tentative Thesis Title: "Business Analytics Using Data from a Super Market Chain".
- Supervisor of the MSc Thesis of Ailina Sopenlidi as part of the MSc in Cybersecurity and Data Science, Dept of Informatics, University of Piraeus. Tentative Thesis Title: "Credit Risk Analytics".
- Supervisor of the MSc Thesis of Mairy Kyriakopoulou as part of the MSc in Cybersecurity and Data Science, Dept of Informatics, University of Piraeus. Tentative Thesis Title: "Business Forecasting Using Data from a Gambling Company".

**Other Information**

- Certified Base SAS 9 Programmer with grade 94% (the passing grade is 70%).
- Member of the Economic Chamber of Greece, the Institute for Operations Research and the Management Sciences (INFORMS), the Hellenic Operational Research Society.
- Created a fully automated DSS for portfolio optimization based on the Markowitz theory (using Excel and Visual Basic for Applications), that can be downloaded for free from the web site: <http://sites.google.com/site/portfoliooptimizationsoftware>. According to Google Analytics the site has been accessed and the DSS has been downloaded from users coming from over 110 countries around the globe since May 2011.
- Developed educational material (Dec 2019 – Jan 2020) for a graduate level session in Business Analytics entitled “Introduction to Recommendation Systems”. The course covers the following sections: Definition and Classification of Recommender Systems, The 2006 Netflix Prize Competition, Model Based Collaborative Filtering Method, Market Basket Analysis Vs Collaborative Filtering, Hands On Case Study for Movies Recommendation in Netflix Using SAS Visual Data Mining and Machine Learning on SAS Viya. The course material (e.g. power point slides, data sets etc) was developed from scratch. The theoretical part was based in relevant journal papers and books.
- Developed educational material (during the period May 2020 – July 2020) for a graduate level course entitled “Business Forecasting”. The course covers the following sections: Quantitative Forecasting (ARIMA, Exponential Smoothing, Time Series Decomposition, Unit Root Tests etc, Introduction to Demand Forecasting, Fundamental Issues in Demand Forecasting, Characteristics of a Successful Demand Forecasting System, Case Studies about Demand Forecasting Using SAS Forecast Server and SAS Viya. The course material (e.g. power point slides, data sets etc) was developed from scratch. The theoretical part was based in relevant journal papers and books.
- Developed educational material (during the period 2008 - 2009) for a university level course entitled “Quantitative Techniques for Business” (covering elements of statistics and probabilities, time series forecasting, inventory control, linear programming, network analysis and project management) that can be incorporated in business and management related curriculums (material in English).
- Included in the registry of the Ministry of Education with the qualified professionals that can act as instructors to the various colleges operating in the country (registry number 110/ 2008, since 21/08/2009).