Demitrios E. Pournarakis

Information Technology Scientist, PhD
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PERSONAL INFORMATION

Date of Birth:	28/05/1983
Marital Status:	Married
Nationality:	Greek / American
Military Service:	2005 – 2006, Hellenic Air force

SPECIALIZATION

I am an Information Technology Scientist with strong interest in Digital Marketing. I apply computational tools to data-oriented problems that focus, but are not limited to, analyzing consumer insights, brand equity assessment and network dynamics. I am an experienced Technical Project Manager with strong skills in defining and documenting architecture, capturing and documenting requirements, preparing estimates and defining technical solutions to proposals.

EDUCATION

2013 – 2017   **PhD in Digital Marketing**
Athens University of Economics & Business
Supervised by: George M. Giaglis
Thesis Title: Brand Equity Assessment - A Computational Model for Mining Consumer Perceptions in Social Media

2010 – 2012   **MBA**
Athens University of Economics & Business

2006 – 2007   **MSc in Information Systems**
City University London

2001 – 2006   **BSc in Management of Information Systems**
Athens University of Economics & Business

2004   **Erasmus, Corporate Finance**
Brunel University

TEACHING EXPERIENCE

2018 – present   **Adjunct Lecturer**, Athens University of Economics & Business
Network Analysis for Managers & Analysts, iMBA
Network Science, Undergraduate course at Department of Management Science & Technology

2018 – present   **Lecturer**, Business College Athens
Introduction to E-commerce & Digital Marketing, MSc in Digital Marketing
Digital Marketing Tools, MSc in Digital Marketing

2005 – 2017   **Teaching Assistant**, Athens University of Economics & Business

- Introduction to Computer Science *(Undergraduate)*
- Introduction to Social Network Analysis *(Undergraduate)*
- Information Systems I *(Undergraduate)*
- Information Systems II *(Undergraduate)*
- Management of Information Systems *(MBA Telecoms & MBA International)*
- Social Network Analysis *(MSc in Decision Sciences - MBA International)*

WORK EXPERIENCE

2008 – 2011   **IT Consultant**, IBM
Drove and coordinated the offshore global delivery team, located in India, in designing, building and delivering large scale CRM projects.

2011 – 2012   **Pre-Sales Consultant**, IBM
Responsible for configuration and setup of IBM Big Data Analytics offerings. In charge of IBM Watson Social Media Analytics tool.

2015 – 2017   **Technical Project Manager**, Athens University of Economics & Business
Led the architecture, design and implementation of the new website of Athens University Economics and Business. Interaction and consultation with all key stakeholders.

2013 – 2017   **Researcher**, Athens University of Economics & Business
Member of IST Lab and Sociomine research team, involved in research in Online Social Networks through use of Data Science (SQL, R, Python, Gephi, etc.) and Machine Learning Algorithms

2013 – Present   **Co-founder / Business Development Manager**, Nimbata
Founding member, from conception to implementation of the core Call Conversion Tracking offering. Responsible for frontend design (HTML, CSS, PHP) and Business Development. Company currently serves more than 30 customers worldwide.

VOLUNTEER WORK EXPERIENCE

2014 – Present   **Mentor**, Google Startup Weekend
Part of mentor network for Google's startup weekend network in Volos, Greece
2015   **Mentor**, Ionian University
Part of the mentor team for the Adriatinn Innovation weekend

REVIEWER FOR SCIENTIFIC JOURNALS

Decision Support Systems, Information Systems and e-Business Management

LANGUAGES

English: Native, Cambridge Proficiency Certificate
Greek: Native
French: DELF B2

COMPUTING SKILLS

Data Analysis:	SQL, R, Excel
Web Development:	HTML, CSS, JavaScript
General Programming:	PHP (Basic Skills)
Enterprise Software:	Certified Oracle Siebel 8 Consultant
Visualization Tools:	Gephi, Inkscape, GIMP
CMS Tools:	WordPress

SCHOLARSHIPS – CERTIFICATIONS - AWARDS

1998   **National Bank of Greece**
1st prize in essay writing on the subject of "Savings and its benefits"

2005   **IKY**
Scholarship for outstanding performance during the Erasmus Program

2009   **Oracle**
Certification in Oracle Siebel 8 suite, awarded from Oracle with distinction

2009   **IBM**
Certification in IT Governance

2010   **IBM**
Scholarship to attend AUEB's international MBA

2013   **General Secretariat of Research and Technology - Greece**
Three year scholarship to finance PhD in Management Science & Technology at Athens
University of Economics & Business

2015   **National Bank of Greece**
4th prize with Nimbata startup in the 2015 "Innovation & Technology" Competition

2018   **SEPE**
3rd prize with Nimbata startup in the 2018 "Startup – Scale up" Competition

INVITED TALKS

2018   **"Attributing Phone Calls to Marketing Activities"**, Drama, Digital Marketing
Event powered by Greek Yellow Pages

2017   **"Attributing Phone Calls to Marketing Activities"**, HORECA, Digital Hotel
Conference

2015   **"Disrupting the marketing scene"**, University of Thessaly, Change Management
Open Seminars

2015   **"Using time-series and sentiment analysis to detect the determinants of Bitcoin
prices"**, Athens University of Economics & Business, 12th FSDET

2014   **"Integrating call tracking in digital marketing campaigns",** EEDE, 10th internet & e-business innovation forum

2013   **"IBM Social Media Landscape",** ALBA Business School, Executive MBA

PUBLICATIONS

1. Kopsidas, A; Pournarakis D; (2018) **"A computational approach to analyzing the political scene of Greece",** *15th annual DMST Conference,* 3 May, Athens, Greece

2. Pournarakis, D; Sotiropoulos, D; Giaglis, G. (2017) **"A computational model for mining consumer perceptions in social media",** *Decision Support Systems*, Volume 93, January 2017, Pages 98-110 (**ABS:** 3 **- Impact Factor:** 3.565 – **5-year impact factor:** 4.574 – **CiteScore:** 4.65)

3. Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2017**) "SVM-Based Sentiment Classification: A Comparative Study against State-of-the-Art Classifiers",** *International Journal of Computational Intelligence Studies*, Volume 6, Issue 1

4. Pournarakis, D. (2017) **"Brand equity assessment: a computational model for mining consumer perceptions in social media"** (Doctoral dissertation, Athens University of Economics & Business, Department of Management Science & Technology).

5. Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2016**) "A Genetic Algorithm Approach for Topic Clustering: A Centroid-Based Encoding Scheme",** *Proceedings of the 7th International Conference on Information Intelligence, Systems and Applications,* 13-15 July 2016, Halkidiki, Greece

6. Georgoula, I., Pournarakis, D., Bilanakos, C., Sotiropoulos, D., & Giaglis, G. M. (2015) **"Using time-series and sentiment analysis to detect the determinants of bitcoin prices",** *Proceedings of the 9th Mediterranean Conference on Information Systems,* 3 – 5 Oct 2015, Samos Greece.

7. Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2015) **"Semantically aware time evolution tracking of communities in co-authorship networks."** *Proceedings of the 19th Panhellenic Conference on Informatics*, 1-3 October 2015, Athens, Greece

8. Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2015) **"Tracking the Evolution of Communities in Co-Authorship Networks: A Semantically Aware Approach"** *Proceedings of the 6th International Conference on Information Intelligence, Systems and Applications*, 6-8 July 2015, Corfu, Greece

9. Bouros, N; Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2014) **"Social Network Analysis Within The ICMB Community: Co-Authorship Networks"** *Proceedings of the ICMB 2014: 13th International Conference on Mobile Business*, 2014, 4-5 June 2014, London, UK

10. Pournarakis, D., Kounavis, C., Sotiropoulos, D., Giaglis, G. (2013) **"AT&T VS VERIZON: Mining Twitter for customer satisfaction towards North American Mobile Operators."** *Proceedings of the 12th International Conference on Mobile Business (ICMB 2013),* June 10-13, 2013, Berlin, Germany