

TO KNOW
WHAT LIFE IS WORTH
YOU HAVE TO RISK IT
ONCE IN A WHILE.

JEAN-PAUL SARTRE



Michalis Arvanitellis

Knorr Masterbrand & Gravy/Snacking UK & Ire
Unilever

London, United Kingdom | Marketing and Advertising

Current Unilever

Previous Unilever, The Nielsen Company, Knoco LTD

Education University of Warwick

<https://uk.linkedin.com/in/arvanitellismichail>



4

years

IN AUEB



4

COUNTRIES



4

multinational
companies

Unilever



6

cities

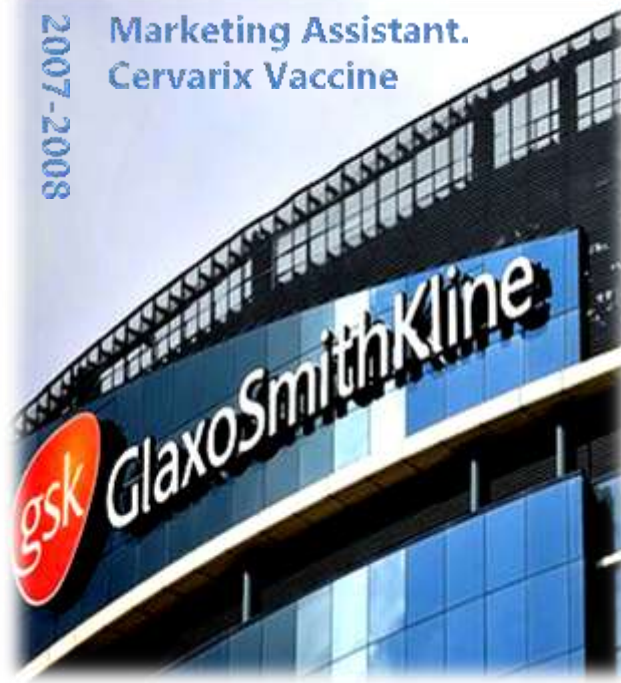
2003-2007

Bsc. Marketing & communications



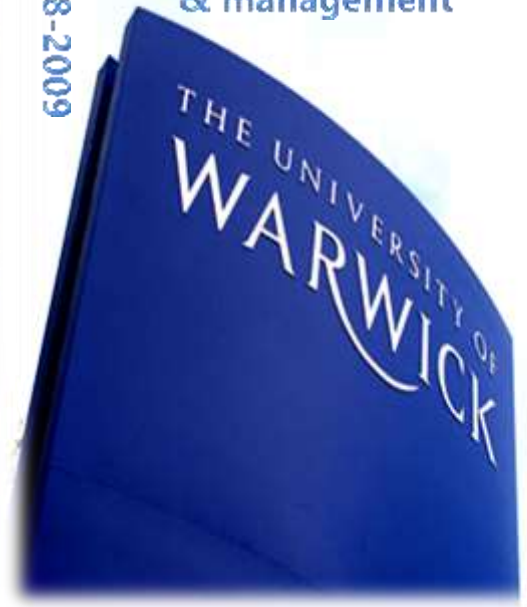
2007-2008

Marketing Assistant. Cervarix Vaccine



2008-2009

MSC information Systems & management



2009-2010

Consulting knowledge management



2010-2012

Consulting New product development



2012-to date

Knorr Masterbrand & Snacking UK & Ire Savoury Digital Champion



Unilever



Re-launch core range



Go viral on digital

<http://bit.ly/1LT9014>

Develop & launch new platforms



Work with celebrity chefs
& launch big campaigns

<http://bit.ly/1PFW7yk>

Craft digital comms



Have a positive impact

KNORR DONATES VIA United Nations World Food Programme (WFP)
1 million cooked meals



The opportunities are out there! Just go for it!

