

## **Giannis Fotis**

Giannis was born in Rhodes in 1966. He holds a B.Sc (Distinction) in Business Administration with double major in Marketing Management and in Management & Organizational Behaviour, as well as an M.Sc (Distinction) in Tourism Marketing with focus in the use of psychographics and lifestyle as segmentation tools in tourism markets.

He is highly involved in the tourism industry, holding in the past positions such as Assistant Marketing Director in Rodos Palace, General Manager of the Rhodes' Hotel Association and the Rhodes' Tourism Promotion Organization (PROTOUR), and Vice President External Relations in Rhodes' Playboy Casino. Since 2000, he is co-owner of Market Plan, a marketing consulting firm in Rhodes specializing in tourism marketing & research. His consultation appointments and projects include, among other, marketing planning and implementation of integrated campaigns for various hotels, destination management companies, non-profit associations and organizations throughout Greece. His current areas of interest include guest satisfactions surveys, loyalty systems, and concept & development of e-applications for the tourism industry.

Giannis has been an invited speaker in numerous forums, seminars, and workshops organized by national and regional authorities or associations such as the GNTO, SETE, the Dodecanese Chamber of Commerce, etc.

Moreover he serves as member in a number of committees including the Research Tourism Body of the Chamber of the Dodecanese.