

## **GINA ROUPAKA, Managing Director, FOCUS S.A.**

Mrs. Roupaka was born in Athens in 1969. She has a Bachelor in Psychology from the National University of Athens (1990).

In the summer of 1987, Mrs. Roupaka – still a student in the University – joined as a Qualitative and Quantitative Research Supervisor the Research Department of the Advertising Agency, BOLD OGILVY. In September 1998, when FOCUS was established, Mrs. Roupaka joined the Client Services Department as a Research Executive. In 1989, she became responsible for the design and coordination of Qualitative and Quantitative Surveys. In the end of 1993 she had the full responsibility of the Qualitative Department and in the beginning of 1995, she became Client Services Director. In the beginning of 2001 she took the management of the whole company, the development of the New Business Sector and the design of New Exclusive Research “Tools” for FOCUS. Today, she is Business Partner and Managing Director.

In her experience, she has studied numerous products / services among all the Greek population sub groups. She is specialized in Media Research as well as in a number of different market sectors, i.e. Automobiles, Nutrition and FMCGs, Alcoholic Beverages and Spirits, Bank and Life insurance services, Telecommunications and specialized Social Surveys. She has actively participated giving strategic guidelines in more than 40 successful product launches and more than 100 new advertising campaigns.

She has presented specialized subjects on Marketing Research and results of specialized studies in 10 International and Local Congresses and Seminars. She has published numerous articles regarding Greek Consumers and Social Trends in specialized magazines. She has taught Qualitative Research in Pantion University of Athens and in specialized Business Seminars. She is a member of ESOMAR (European Society of Marketing Research), IAGME (Institute of Women Managers) and IEP (Institute of Communication).