

Dr. Vasilis Theoharakis

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Dr. Theoharakis is an Associate Professor of Marketing & Entrepreneurship at ALBA, Greece and a Senior Lecturer at the Aston Business School, UK and is currently the Academic Director of ALBA's MBA program. He holds a B.Eng. (honours) from the State University of New York at StonyBrook, an M.Sc. in Electrical Engineering from Polytechnic University, an M.B.A. (with distinction) from New York University, and a Ph.D. from the University of Warwick. He has taught at the University of California, Berkeley and Golden Gate University.

Dr. Theoharakis' research focuses on strategic marketing, new product development and entrepreneurship. He was chairman and is currently board member of the European Business Plan of the Year Competition Foundation. His student teams hold the best record across Europe by winning the EBPY Competition twice and by being among the finalists every year for the 2001-05 period. Dr. Theoharakis has spent several years in Silicon Valley as an entrepreneur and intrapreneur serving at senior level marketing positions. He has extensive experience in marketing innovative products, product line management and international sales. He was more recently with 3Com Corporation directing marketing and business development functions of the enterprise business unit and started his career at IBM's prestigious T.J. Watson Research Center where he earned the division's award.

His has published in leading academic journals such as the Journal of Product Innovation Management, Marketing Letters, Journal of Business Research, Review of Marketing Science, Industrial Marketing Management, Communications of the ACM, Contemporary Accounting Research, Journal of Financial and Quantitative Analysis, The American Statistician, Journal of the European Economics Association and the IEEE Network. He is among the most downloaded authors worldwide on the Social Science Research Network (SSRN).

Vasilis has extensive experience consulting national and international firms and is actively involved in executive education.