

Dr Nikos Dimitriadis



Dr. Nikolaos (Nikos) Dimitriadis has been practicing teaching and researching Marketing and Communications for all his adult life. He was a Lecturer in Marketing at Sheffield University Management School where he was announced by MBA students as the best lecturer of the program in 2004. He has taught at various undergraduate and postgraduate courses at CITY College - The International Faculty of the University of Sheffield, Thessaloniki, Greece. He has also trained entrepreneurs and managers by delivering coaching, courses and seminars directly to the business community. His seminar series 'From Guerilla to Gorilla: New Developments in Marketing', 'A Brave New World of Marketing: Are We Ready for It?' and 'Marketing Upside Down: New Priorities that Change the Game' were successfully delivered in the last five years throughout South-East Europe. Nikos is an Honorary Lecturer at the University of Sheffield and he lectures regularly in South-East Europe with the Sheffield MBA program in the region.

Nikos received his first degree in Business Administration (Marketing) from CITY College, winning the Best Annual Achievement Award for two consecutive years, and his MBA (Marketing) from the University of Sheffield. He received his PhD from the University of Sheffield in 2006. His research papers and professional opinion have been presented at several national and international conferences, and published in various academic journals, business magazines and other media (newspapers, TV, radio etc.).

In recent years, Nikos enjoyed a 360o experience in practicing marketing since he worked both on the client and agency sides. He was the Head of Marketing and Communications at Confluence, the property management company of USCE Shopping Center, IMMO Outlet Center, and USCE Business Tower in Belgrade, Serbia. Previously, he was the Chief Marketing Strategist at Executive Group, a leading communications advisory in Belgrade, where one of his projects won the two most prestigious international awards in corporate communications (IPRA and SABRE awards, 2009). As a consultant, Nikos worked with various marketing and communications agencies throughout the region helping them winning and managing important accounts such as Nestle, Holcim, MOL and Banca Intesa Sanpaoplo.

Nikos is currently the managing director of the communications agency DNA Communications, after he merged his own consulting office Touchpoint with the creative agency Gistro in the end of 2012. DNA is located in Belgrade and is covering all Southeast Europe. DNA key clientele includes among others: Vojvodjanska Banka (NBG Group), Teekanne, Rauch, Nelt and IKEA SEE. He is also the Country Manager (Serbia) for the University of Sheffield.

Nikos believes strongly in the strategic role of marketing and communications in developing and sustaining a healthy future for all organisations. He is an advocate of neurological and behavioral approaches in marketing, management and leadership, integrated marketing, brainy internal communications, targeted brand-building, meaningful research and of a results-driven culture.