

Curriculum Vitae:

E-mail: nikolaidis.dimitri@gmail.com
Phone # 0030 6945 99 99 19

Academic Qualifications

Dr. Dimitrios V. Nikolaidis

CEO at Embryolab Fertility Clinic

Associate Professor, University of York, Europe Campus, City College

Visiting Professor at Tilburg University, TIAS Business School, The Netherlands

Doctorate Degree in Managing Services and Leisure Organizations
Temple University, USA, 1995

Master's Degree in Managing Services and Leisure Organizations
Temple University, USA, 1991

Work Experience

2017 - current

Embryolab IVF Clinic

CEO

- Developing and implementing the corporate strategy
- Enhancing corporate culture & facilitating change
- Empowering the middle management
- Ensuring the efficient management of resources
- Verifying quality assurance in our daily operation
- Opening and cultivating new markets

2010 - 2017

The University of Sheffield International Faculty, City College

Business Administration & Economics Department

Head of Department

- Developing and implementing the strategy of the Department
- Overseeing U/G & P/G programs in Thessaloniki, Bucharest, Sofia
- Recruiting, selection and training academic and administrative staff
- Ensure an academic environment of equality, fairness and development

2000 – 2010

DEMCO Group of Companies

ALPHA MEDIA GROUP (2003 - 2010)

General Manager of Northern Greece Alpha Television

- Development and monitoring of business plan
- Involved in selection, training, development and evaluating personnel
- Development of clientele; increasing clients by 160 % in 4 years
- Negotiations with advertising agencies & media shops

ARIS FOOTBALL CLUB (2000 - 2002)

Commercial and Administrative Director

- Development / monitoring of business & marketing plans for ARIS FC
- Developing and commercializing lines of new products
- Initiating B2B and B2C marketing and communication plans
- Establishing promotional licensing programs to protect our brand
- Planning, developing & executing community relations programs (CSR)

1992 – 2000

HELLENIC – AMERICAN ACADEMY OF ARISTOTLE – USA

Founder and Director

- An educational institution founded in Philadelphia to promote the Hellenic heritage, language and culture. The institution is still in operation.
- More than 1000 children of Hellenic origin exposed to language, history, culture
- Development, organization and running of the school for more than 8 years.
- Hiring, training and development of personnel (teachers, administrative)
- Recording and marketing of a musical CD (CHRISTMAS CAROLS FROM GREECE)

1993 – 1996

PHILADELPHIA FLAMES SOCCER CLUB – USA

General Manager

- The team played professional in US
- Recruiting, legal issues, budgeting, communications, negotiations
- Organizing and monitoring of all team's activities
- Participation in Final Four of USA Cup (1995-96)
- Champions of Eastern USA, 1995-96

1992 – 1993

PHILADELPHIA FLAMES SOCCER CLUB – USA

Director of Communications

- Compiling, editing, publicizing of the media guide
- In charge for writing and publicizing press releases and articles
- Organization of press conferences to increase publicity and awareness
- Development of internal communications
- Development & implementation of community relations programs / events

1991 – 1992

PHILADELPHIA SIXERS BASKETBALL CLUB – USA

Assistant to the Director of Statistics and Information - Internship

- Participating in the Department of Information and Media Relations.
- Contribution in the preparation of the annual media guide
- Participation in corporate and departmental meeting
- Functioning in a highly organized and structured corporate environment

	From – To	Position held
Academic Teaching Positions	2016 - current	• Tilburg University, TIAS Business School, Utrecht, The Netherlands Visiting Associate Professor
	2019 – current	• Aristotle University of Thessaloniki, Greece Visiting Lecturer
	2001 – current	• The University of Sheffield International Faculty, CITY College Associate Professor
	2006 – 2007	• University of Macedonia Lecturer (under law 407/1980)
	2004 – 2006	• Aristotle University of Thessaloniki Lecturer (under law 407/1980)
	1999	• New York College, Athens Lecturer
	1988 - 1991	• Saint Demetrios Community Center Teacher of Greek Language and Culture, Philadelphia, USA
	1988 - 1999	• Greek–American Communities of Pennsylvania, New Jersey, Delaware Teaching of Culture and Tradition in various schools, societies, churches and youth organizations

	Module Title	Level (UG/PG)
Subjects	<i>Managing Service Excellence</i>	Post Graduate / Corporate Training
	<i>Public Relations Strategies</i>	Post Graduate / Corporate Training
	<i>Communication Strategies</i>	Post Graduate / Corporate Training
	<i>Innovation and New Product Development</i>	Executive MBA / Corporate Training
	<i>HR Practices / Building Brands from inside out</i>	Corporate Training & Consulting

Indicative Presentations Seminars Trainings	More than 6000 hours of corporate training and consulting:
	• TIAS School for Business and Society, Utrecht (Feb., 2023): How to create a high – performing brand... to last!
	• Creating Impact in People’s Lives; Midwifery School, Kozani (January 2023 & November 2023)
	• Thessaloniki Innovation Zone, Values and Vision as Guides for Life (November 2022)
	• University of York Europe Campus, “Building an International Brand, A brand that has it all”
	• HR Week Conference: How to create a high–performing brand... to last! (Nov. 25, 2022)
	• Cultivating Entrepreneurial Culture in Elementary Schools, Khalkidhiki (Oct. 7, 2022)
	• Imagine – Think – Apply: 4h workshop at 3rd Elementary School of Pylaia, Thessaloniki, June 7, 2022
	• University of York Europe Campus, Building Brands from Inside out – The Case of Embryolab, (May 26, 2022)
	• Tikves Winery, Skopje (2022): Building Brands from Inside out (8 hours)
	• LAVI Jewellery Thessaloniki (2022): 6-hour workshop in Creating impact to people’s life
	• M6 Group of Companies, Skopje (2022), 8-hour workshop in Effective Communication: A key to success
	• M6 Group of Companies Skopje (2021), 16-hour workshop in Developing Products – from idea to launch
• A1 Telecommunications, Bulgaria (2020) 16-hour workshop in developing new products and services	
• SUPERLUX painting, Thessaloniki (2020) 8-hour workshop in service quality and corporate structures	
• Embryolab IVF (Training Program (2017 - 2020) 8-hour workshops in service quality & communication	

- Embryolab IVF (2016) 10-hour training for middle management in building a corporate culture
- Association of Marketing Professionals (2017) 16 – hour in Innovation & New Product Development
- Entrepreneurship & Innovation: Cultivating new attitudes in primary schools, 20.5.2015, Thessaloniki
- Education Innovation and Entrepreneurship, “Connecting Education with Entrepreneurship” Thessaloniki Conference 2015, Organized by the Hellenic – American Chamber of Commerce, 27.4.2015
- Developing Products as a Growth Strategy, 29.4.2015, The Association of Exports in Northern Greece
- Developing New Products as a Growth Strategy, 9.5.2013, American University of Tirana, Albania.
- The Hotel and Hospitality Industry: A need for a new direction; a need for a new philosophy, 21.3.2013, 3rd Hotel and Hospitality Management Conference, Thessaloniki.
- Developing Effective Employee Communication, 2.3.2012, American University of Tirana, Albania.
- Effective Communication Strategies, 19.5.2011, Business Seminar Series, CITY College, Thessaloniki
- Developing a Competitive Advantage through Service Optimization, 17.3.2011, Business Seminar Series, CITY College, Thessaloniki
- Developing a Competitive Advantage through Services Optimization, 12.3.2011, Hotel & Hospitality Management Conference, Thessaloniki
- Redefining the Communication Strategy: Critical Factors for the Development of an Advertising Campaign, 2.12.2010, Marketing Club of Technological Educational Institute of Thessaloniki
- Redefining the Communication Strategy: Critical Factors for the Development of an Advertising Campaign, 4.11.2010, Business Seminar Series, CITY College, Thessaloniki
- Communicating your Product/Service Effectively, 22.10.2010, Rogner Hotel, Tirana, Albania
- Communicating your Product/Service Effectively, 16.9.2010, Business Park, Sofia, Bulgaria
- Organizing and Managing Sales, 12.5.2010, CITY College, Thessaloniki
- The Successful Advertising Campaign, 28.11.2010, Money Show, Hyatt Regency Thessaloniki
- Workshop on Advertising campaign planning, 12.11.2010, Thessaloniki
- Managing a Media company, 1.12.2008, Aristotle’s University, Thessaloniki
- The Effective Marketing Plan, 9.4.2008, Marketing Club
- Creating the Advertising Brief, 21.3.2008, marketing Club
- Sponsorship in Sports and in Culture, 16.4.2007, OEEK, Thessaloniki
- Shaping the Successful Company Today, 9.12.2006, Money Show, Thessaloniki
- The Future of Radio in the Era of Digitization, 10.11.2006, Thessaloniki
- Corporate Communication: Theories & Practices, 16.4.2004, Thessaloniki
- 2004 Dimensions of Marketing, 15.5.2004, Hellenic Institute of Marketing, Thessaloniki
- Management of Sporting Organizations, 17.2.2004, Hellenic Institute of Marketing Thessaloniki
- Analysis of Organizational and Managerial Structures in Professional Teams in US and Europe, 17.5.2003, University of Aristotle, Thessaloniki
- Management: Academic Preparation & Perspectives, 3.4.2003, University of Macedonia
- Sponsorship of Sports, 5.10.2002, EEΔA, Thessaloniki
- The Effect of Media in Sports, 24.4.2002, Hellenic Institute of Marketing, Thessaloniki
- The Role of Management in the Industry of Sports, 20.4.2002, FORUM Thessaloniki
- Television and Media, 26.3.2002, Panteion University, Athens
- Promotional Licensing and Trademarks, 20.3.2001, Panteion University, Athens
- Organizational Changes in UEFA Champions: Necessities and Perspectives, 19.5.2001, Round Table at University of Thrace, during the 9th Conference of Physical Education and Sports.
- Family – Communication – Prevention, In Safety and Drugs, seminar. Hellenic-American Academy, 8.3.1998, Upper Darby, PA, USA

Professional & External Standing

PROJECTS

- STARTIFY7
- PROACTIVE CHANGE, Internal assessor, Italian Chamber of Commerce, Sofia, Bulgaria
- RESEARCH, CREATE, INNOVATE, Project leader, Embryolab and University of Thessaly
- LEAGUE, Internal Assessor for LIF Bulgaria

CONSULTING

DNA Consulting and Training - President

- TIKVES Winery (2023)
- EMBRYOLAB IVF clinic (2015 to 2017)
 - Member of the Board of Directors
 - Strategy and Organizational structures
 - Internal communication
 - Corporate culture
 - Services excellence
 - Selection and training program
- KRONOS Fitness Athletic Centre (2009 to 2023)
 - Business plan development; monitoring and implementation procedures
 - Strategic Marketing and Communication
 - Risk Management plan
- RICOH (2011)
 - Distribution plan for the Greek territory
 - Promotional plan

AWARDS

- Best Lecturer Award at TIAS School for Business & Society, MScBA (2021)
- Best Lecturer Award at TIAS School for Business & Society MScBA, MBA (2022)

INDICATIVE TRAINING Seminars - Workshops

- M6 Group of companies, Skopje, North Macedonia
 - 16 hours training workshop in Innovation and New Product Development (4/2021)
 - 10 hours training workshop in Effective Communication: A Key to Success (5/2022, 11/2022)
 - 10 hours training workshop in Building Brands from Inside Out (11/2022)
 - 10 hours training workshop in Creating Excellence in Customer Service (4/2023)
- Embryolab IVF clinic, Thessaloniki, Greece (2017-2023)
 - 4 hours training seminar in “Causing Impact on People’s life” (12 times)
 - 18 hours training seminar in Service quality and customer satisfaction (2016)
 - 40-hour program in developing the middle management (2017)
- MARKETING CLUB OF GREECE (December 2017), Greece
 - 16 – hour workshop in Innovation and New Product Development
- DOMISIMA (June 2015), Greece
 - Training seminar – Effective Communication: From Theory to Practice
 - Ensuring Customer Satisfaction through Service Excellence
- Association of Greek Tourism Enterprises INSETE
 - Complain Management and Service Recovery (2015)
 - Customer Satisfaction through Service Quality (2015)
- SNSPA University, Bucharest, Romania (May 26, 2013)
 - Customer Satisfaction & Service Quality in the Hotel & Hospitality Industry
- FiBank, Tirana, Albania (May 9, 2013)
 - From Customer Satisfaction to Customer Loyalty: From theory to practice
- EAGLE Mobile, Tirana, Albania (May 9, 2013)
 - From Customer Satisfaction to Customer Loyalty: From theory to practice
- UAT University, Tirana, Albania (May 9, 2013)
 - Developing New Products as a Growth Strategy

- COCA COLA, Albania, Tirana (May 2012)
 - Internal Communication as a Key for Success
- MTEL, Sofia Bulgaria (May 2011)
 - Enhancing Internal Communication
 - Developing Services as a Competitive Advantage
 - The Basics of Marketing Communications
- GLOBAL GREECE, Athens and Thessaloniki (November 2010)
 - Developing your services as a competitive advantage
 - Service development: a new approach in ensuring growth

Research Activity

Research Areas

- Managing Service Excellence
- Service quality and Customer satisfaction models
- Public Relations – Internal and external models of communication
- Sponsorship in athletic and cultural events

Research Supervisions (Master's)

- More than 120 dissertations with topics relevant to management, HR and marketing

Publications

Books

Nikolaidis, D. (1995), Identification of Core Courses Necessary for the Development of Sport Management Curricula in the European Community: Academicians Vs Practitioners, UMI, Ann Arbor, MI, USA.

Nikolaidis, D. (2001). ARIS FC 2000-2001: Official Yearbook of ARIS FC, Thessaloniki.

Book Chapters

Communication, PR and Corporate Social Responsibility in Principles of Management and Marketing, by Alexandris, K., (ISBN: 978-960-8183-84-1).

Promotional Licensing and Trademarks, in The Economic Impact of Sports, edited by Papanikos, G., (ISBN: 960-85411-7-4).

Refereed Journals – in Print

Nikolaidis, D., Chryssikou, S. and Alexandris, K. (2016). Testing the relationship between hotel service quality and hotel brand personality, *International Journal of Hospitality and Event Management*, 1 (4), pp. 355–369.

Patsiaouras, A., Papanikolaou, Z., Haritonidis, K., Nikolaidis, D., Keramidas, P. “The use of the person-centered approach for the reduction of the state – trait anxiety in volleyball players” Athletic Insight, 1, 2, 2009, ISSN 1536-0431

Nikolaidis, D., Sargiotis, D., Papanikolaou, Z., Voutselas, V. “The development of a community relations program and the case of a professional football club” Organization of Athletics, University of Peloponnesus.

Papanikolaou, Z., Nikolaidis, D., Patsiaouras, A., Trihia, E. “Motivational Factors for Children” Administration of Athletics, 2, 1: 39-42, 2004, University of Peloponnesus.

Nikolaidis, D., Soulas, D., Papanikolaou, Z., Koliakou, A. “Risk Management in Athletics” Administration of Athletics, 2, 1: 71-74, 2004, University of Peloponnesus.

Gissis, I., Nikolaidis, D., Papadopoulos, C. “Olympische Erziehung: Anwendungen und Neigungen in den griechischen Schulen mit den Olympischen Spielen des Jahres 2004 als Richtschnur” Sportunterricht, 2, 53: 47-49, 2004.

Papanikolaou, Z., Nikolaidis, D., Patsiaouras, A., Lazou, A. “Attentional focus training programs and soccer skills” Journal of Human Movement Studies, 46: 249-258, 2004.

Papanikolaou, Z., Nikolaidis, D., Patsiaouras, A., Alexopoulos, P. “The freshman experience: High stress – low grades” Athletic Insight, Vol. 4, Issue 5, 2003.

Nikolaidis, D., Avgerinou, V., Lazou, A., Papanikolaou, Z. “Functions and Applications of Marketing in Professional Sports” Organization of Athletics, 1, 2: 148-151, 2003, University of Peloponnesus

Nikolaidis, D., “Professional Sport: Organizational Structures and Administration” Economy and Sports, 1, (1), p. 28-31, 2001, Sport Economists of Greece, Athens

Nikolaidis, D., "Sponsorship: The link of corporate with sport world " Sports and Society, 19, p. 96-100, 1998, University of Thrace.

Nikolaidis, D., "Sport Management: Professional Preparation and Perspectives" Scientific Marketing 52, p. 56-59, 1993, Athens.

Nikolaidis, D., "Introduction in the Science of Sport Management" Sports and Society, 3, p. 50, 1991, University of Thrace.

Nikolaidis, D., Papanikolaou, Z., Antoniadou, S., Gissis I., “Professional sport: community relations and the case of a professional soccer club”, 5th World Congress of Science and Football, April 11-15, 2003, Lisbon, Portugal.

Nikolaidis, D., Papanikolaou, Z., Gissis I., Antoniadou, S. “Setting the dimensions and the functions of a sport marketing department in Greek soccer teams”, 5th World Congress of Science and Football, April 11-15, 2003, Lisbon, Portugal.

Refereed Conference Papers – in Print/Press

Daya Milcheva, D., Nikolaidis, D. (2013). Improving Internal Service Quality Perceptions in Business to Business. Strategica International Academic Conference, 27-28 June, 2013, Bucharest, Romania.

Mkrtchyan, I., Nikolaidis, D (2013). The Importance of Public Relations Education in Agriculture: Perception of the academics and the students – The Case of Armenia. Strategica International Academic Conference, 27-28 June, 2013, Bucharest, Romania.

Nikolaidis, D., Lazou, A., Papanikolaou, Z., Gissis, I. (2003). Sports and Risk: Aristotle’s University of Thessaloniki . 6th Scientific Symposium, 6-7 December 2003, Serres, Greece.

Nikolaidis, D., Antoniadou, S., Koliakou, A., Athanailidis, I., “Analysis of Organizational and Administrative Structures of Professional Sports in Europe and US”, 11^o International Conference of Physical Education and Athletics, 16-18 May 2003, Komotini, Greece.

Nikolaidis, D., Antoniadou, S., Koliakou, A., Athanailidis, I., “The Necessity of Developing a Risk Management Plan in Sporting Events”, 11^o International Conference of Physical Education and Athletics, 16-18 May 2003, Komotini, Greece.

Antoniadou, S., Nikolaidis, D., “The Representation of the Olympic Athlete: The Emerge of a Profession”, 3rd International Conference of Panhellenic Association of Sport Economists and Managers, February 24-26, 2003, School of Economics, Athens, Greece.

Antoniadou, S., Nikolaidis, D., Valvi, L., “The influence of the Olympic Games of 2004 in the Greek corporate attitudes towards sport sponsorship” 3rd International Conference of Panhellenic Association of Sport Economists and Managers, February 24-26, 2003, School of Economics, Athens, Greece.

Nikolaidis, D., Antoniadou, S., “Television and media in sports” 2nd International Conference of Panhellenic Association of Sport Economists and Managers, February 26 2002, School of Economics, Athens, Greece.

Antoniadou, S., Nikolaidis, D., “Sport sponsorship: Objectives and motives affecting sponsorship selection by Greek corporate sponsors”, 2nd International Conference of Panhellenic Association of Sport Economists and Managers, February 26 2002, School of Economics, Athens, Greece.

Antoniadou, S., Nikolaidis, D., “Sport Sponsorships in Greece: A Study of the Corporate Sponsors”, 3^o National Conference of the Hellenic Association of Sports Management, 4-6 Οκτωβρίου 2002, Θεσσαλονίκη.

Nikolaidis, D., Tzetzis G., Antoniadou, S., “The influence of Media in the Evolution of Sports ”, 3^o National Conference of the Hellenic Association of Sports Management, 4-6 October 2002, Thessaloniki.

Nikolaidis, D., “Promotional licensing and trademarks”, 1st International Conference of Panhellenic Association of Sport Economists and Managers, February 19-20 2001, School of Economics, Athens, Greece.

Papanikolaou, Z., Nikolaidis, D., Gatsis, C., Georgopoulos, G., “Aggression and attitude of soccer players”, 1st North Eastern Atlantic Sport Psychology Conference, March 20, 1999, Temple University, Philadelphia, USA.

Non-Refereed Abstracts, Reports & other Publications

Trends in Education, pp. 80-81, The Bridge, School Magazine, Spring 2013, Bucharest, Romania

Speaking Metaphorically: An Alternative Way to Increase Students’ Engagement, 6th Annual Teaching and Learning Conference, University of Sheffield, 9 January 2012

Nikolaidis, D., “Sport management: Preparation and Perspectives”, Sportime, Issue Number 736, page 11, 13 July 1996.

Community Involvement

- Founding and directing of the Community Relations Department of ARIS FC.
- Organization of cultural, social, and athletic events, Philadelphia, USA
- Consulting with parents and students for academic improvement and personal development
- Planning & organizing of fundraising activities to support academic and athletic programs, PA, USA
- Board Member of the Hellenic Federation in Philadelphia, USA
- Promotion of Hellenic heritage and culture in US organizations
- Teaching of Greek Language, tradition, history to more than 1000 children, Philadelphia, US
- Volunteer in non-profit organizations, youth clubs, and athletic academies, PA, USA
- “Safety and Drugs I”, Upper Darby, PA, USA, March 8, 1998 and March 2-3, 1999