

ALEXANDRA KENTROU

PERSONAL DETAILS

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Citizenship Greek
Date of Birth 30/08/1965

WORK EXPERIENCE

1990-2020 30 years of experience in the profession of Commercial Agent, successfully succeeding the family business, which was established in 1957, mainly active in the field of Agricultural products and Raw Foodstuff and Chemicals.

MAIN DUTIES AND RESPONSIBILITIES

Thorough market research

Using tools such as Internet databases, full details of companies, organisations and associations, which are provided by Chambers of Commerce and Commercial Departments of Embassies, information and customer briefing and visits to domestic and major international trade fairs, such as SIAL, ANUGA, etc.

Advertisement, Sampling and Promotion of Products

In agreement with the Represented Company, product advertising in the media, the Internet and trade magazines, dispatch of representative samples to the customer, accompanied by full analysis and their (technical) specification, etc.

Ongoing attempt to increase sales

Regular communication with the customers for repeat orders with better and/or special offers and, at the same time, endeavour to find new buyers through customer relations, continuous market research, even by introducing completely new and untested, until recently, products. In 2000, I launched a completely new product (raw material) in the Greek market and within 2 months, I found the first customer, who became one of the principal buyers, with a total annual turnover of about half a million euros.

Protection of the interests of the Represented Company

Sales increase, recommendation to the customer as regards the proper storage and treatment of the product, in order to avoid its alteration and, as a consequence, its unusability, reminders for timely and full repayment of the orders, according to the agreed terms, close monitoring and briefing of the Principal on competition issues.

Ensuring proper and full execution of orders

Dispatch of shipping documents to the customer, control of compliance with the agreed dates of the ship's departure and arrival, from the port of shipment to the port of destination, verification of all data and information provided by the Principal as regards quality, packaging, storage, transport and delivery time of the goods.

Mediation in negotiation and dispute resolution

Direct and continuous communication with the parties involved, acting in a diplomatic and impartial way, even by personal visits, in order to reach a compromise when problems arise or, in the case of a breach of one or more terms of the contract by a supplier or the buyer such as quality or packaging defects, delayed payments, as well as negotiations on prices, quantities and other terms, with the aim of signing a mutually beneficial agreement.

EDUCATION

27/06/2023	Learning how to write and submit successful bids for EU funding.
31/05/2023	Certificate of the online course on Project Procurement for agricultural and rural development, offered by ITCILO.
09/04/2023	International Leadership and Organizational Behavior an online non-credit course authorized by Università Bocconi and offered through Coursera
08/07/2022	Certificate Of Completion:Decision-Making in High-Stress Situations
08/07/2022	Certificate Of Completion:Prioritizing Effectively as a Leader
14/06/2022	Certificate Of Completion:Advanced Lead Generation
10/06/2022	Certificate Of Completion:Excel Sales Forecasting.
06/06/2022	Certificate Of Completion:Giving Using Authenticity to Build Productive Relationships.
04/06/2022	Certificate Of Completion: Communicating Change in an Enterprise-Wide Transformation.
30/05/2022	Certificate Of Completion:Embracing Conflict as a Gift.
29/05/2022	Certificate Of Completion: Personal Productivity for Product Managers.
19/05/2022	Certificate Of Completion: How Leaders Drive Results and Resolve Conflict in a Hybrid Workplace.
15/05/2022	Certificate Of Completion: Communicating Internally during Times of Uncertainty.
07/05/2022	Certificate Of Completion: Humble Leadership The Power of Relationships, Openness, and Trust (getAbstract Summary).
29/04/2022	Certificate Of Completion: Critical Thinking and Problem Solving.
28/04/2022	Certificate Of Completion: Transitioning from Manager to Leader.
17/04/2022	Certificate Of Completion:Giving Your Elevator Pitch.
12/04/2022	Certificate Of Completion:The New Rules of Work.
12/04/2022	Certificate Of Completion:Developing Executive Presence.
06/04/2022	Certificate The Future of Food AOCs.
27/03/2022	Certificate Of Completion:Project Resource Management.
21/03/2022	Certificate Of Completion:Business Analysis for Busy Professionals
16/03/2022	Certificate Of Completion:Aligning Sales and Marketing.

15/03/2022	Certificate Of Completion:Change Management Roadmap to Execution.
15/03/2022	Certificate Of Completion:Marketing on Facebook.
07/03/2022	Certificate Of Completion:Marketing: Messaging with Purpose.
04/03/2022	Certificate Of Completion:Humble Inquiry The Gentle Art of Asking Instead of Telling (getAbstract Summary).
04/03/2022	Certificate Of Completion:Think Like a Lawyer to Make Decisions and Solve Problems.
01/03/2022	Certificate of Specialized Training for the Programme “Business Administration”,awarded by the National and Kapodistrian University of Athens.
24/02/2022	Certificate of Completion: Advice for Leaders during a Crisis (Linked In Learning).
03/02/2022	Certificate of Completion: Body Language for Leaders (Linked In Learning).
03/01/2022	Certificate of Completion:B2B Marketing Foundations: Pricing Strategies(Linked In Learning).
13/10/2021	Certificate of Completion: Job Skills: Supply Chain and Operations(Linked In Learning).
07/10/2021	Certificate of Completion: Critical Thinking for Better Judgment and Decision-Making(Linked In Learning).
05/10/2021	Certificate of Completion: Business Development: Strategic Planning(Linked In Learning).
30/09/2021	Certificate of Completion: Quality Management Foundations (Linked In Learning).
10/11/2020	Certificate of Supplementary Distance Education Programme (E-Learning) “Marketing Mix and Branding”
16/09/2020	Certificate of Specialized Training for the Programme “Advanced Project Management - Professional Education”, awarded by the National and Kapodistrian University of Athens
20/06/1996	Diplome d’ Etudes Superieures / French Institute of Athens
09/07/1991	Bachelor degree in Law / National and Kapodistrian University of Athens

LANGUAGES

- Mother Tongue: Greek
- Good knowledge of writing and speaking in English and French

IT SKILLS

- Competent in basic computer software (Microsoft Word, PowerPoint, Excel)
- Business Administrator by learning Soft1 ERP Software.

SOCIAL SKILLS

13/09/1996 Sailing Diploma. HORC (Hellenic Offshore Racing Club)

PAST / PRESENT MEMBERSHIP

Member of : The Board of Athens Association of Commercial Agents and Brokers
The Hellenic - African Chamber of Commerce and Development
The Hellenic - Chinese Chamber of Commerce and Industries
The Hellenic - Arab Chamber of Commerce and Development
The Hellenic - Dutch Association of Commerce and Industry
The Hellenic - Italian Chamber

SEMINARS / CONFERENCES / SUMMITS / TRADE EVENTS

- 14/06/2022 "Debate on Sustainability Science in OACPS member countries"
(OACPS Research and Innovation Programme)
- 28-29/05/2022 Global PM Days (2022 - Negotiation) online conference
- 20/05/2022 "How Marketing and Creativity can drive Progress ?"
(Cannes Lions)
- 16/05/2022 "What would it take to make a Systems Approach work ? " (ISF)
- 12/05/2022 "The Future of Jobs 2022 : Trends that Will Shape the Work of
Tomorrow " (ERDA)
- 09/05/2022 "Multi-Religious Efforts to Address the Root Causes of Forced
Displacement and to Assist Refugees, Stateless and Internally
Displaced People " (AOCS).
- 21/04/2022 "How to Integrate Change Management and project Management"
(CEDAR AFRICA GROUP)
- 06/04/2022 "The Future of Food " (AOCS)
- 17/03/2022 "Successful Strategies for a New Era of Ecommerce " (Incubeta)
- 11/03/2022 Dolf van den Brink, CEO Heineken
- 03/03/2022 "Boots on the Ground, Heads in the Cloud : High Tech
manufacturing workforce " (Augury)
- 16/12/2021 "Book Series: Management and Leadership in the 4th Industrial
Revolution" (University of Bath School of Management)
- 10/12/2021 "SWISS FUTURE FARM - Convert knowledge to innovation "
(SmartAgriHubs)
- 08/12/2021 "Getting the green light for nature base projects "
(Cambridge Institute for Sustainability Leadership)
- 07/12/2021 World FIRA 2021 - The World Ag Robotics Forum Hybrid Event
- 03/12/2021 "World Soil Day 2021 / Halt Soil salinization,
boost soil productivity " (FAO)
- 02/12/2021 "Energy Crunch & Crisis in the Food Industry:
Analysis and Forecast "
- 27-28/11/2021 Global PM Days (2021 / Self-Reflection Self-Management)
online Conference
- 8-10/06/2021 GLOBAL SUSTAINABLE SUPPLY CHAIN SUMMIT
- 29-30/05/2021 Global PM Days (2021 / Resourcefulness) online conference.
- 12/05/2021 MAKERS AND MOVERS Global Transportation-Access and Cost
- 28-29/11/2020 Global PM Days (2020 / Leadership) online conference.
- 30-31/05/2020 Global PM Days (2020 / Conflict & Crisis) online conference.
- 15/10/2019 "Religious inequalities in development: where need meets creed"(IDS)
- 4-5/06/2019 Global Entrepreneurship Summit : "The Future now" (Government of
Kingdom of the Netherlands and the US Government) / Hague

- 30/11/2018 "Energy Diplomacy in the course of a decade : Challenges and Prospects"(Dep/ment of Political, Science and Public Administration of the Athens University, in co-organization with the Rotaract Club of Athens).
- 09/03/2018 "A World in Transition: The New jobs-The new skills" (Economist)
- 10/02/2018 "Becoming a creative problem solver" (Hellenic-Dutch Association - Orange Grove)
- 17/03/2017 "Russia in the World Process" (Department of Political, Science and Public Administration of the Athens University)
- 27/04/2016 "Biopolicy-Inspiring Innovation in the direction of Climate Change mitigation" (Biopolitics International Organization / Hellenic Chapter of the Club of Rome)
- 26/04/2016 "The Sub-Saharan Africa in the 21st Century" (Department of Political Science and Public Administration of the Athens University)
- 30/10/2007 Fi-Europe in London
- 23/06/2007 Carthage Forum in Tunis (UNIDO)
- 5-8/05/2007 Tutto-Food Milano World Food Exhibition (Hellenic-Italian Chamber)