

MDRT Day

in Thessaloniki, Greece

Thessaloniki,

19th-21st

September 2024

Women's Brainstorming Session:

September 19th at The MET Hotel

Secure today...
Thrive tomorrow

Commitment is always a choice!

Main Event and Managers Panels:

September 20th & 21st at Porto Palace Hotel



MDRT

Membership Communication
Committee Greece

Dr. Nikolaos Dimitriadis is applying neuroscience to business and education for the last two decades. He is an award-winning communications professional, book author, educator and consultant. He has scanned more than 8,500 brains from 25 countries globally for Neuromarketing, NeuroHR and academic purposes. He has co-authored the books *Neuroscience for Leaders* and *Advanced Marketing Management*, both for Kogan Page Publishing, London. He has worked with international brands such as IKEA, IBM, JTI, Nestle, Johnson&Johnson, AstraZeneca, CISCO, SAP, Pierre Fabre, Coca Cola, T-Mobile, Dixons, Banca Intesa Sanpaolo, Societe Generale, Unicredit, Microsoft, VMware, Raiffeisen Bank, SAP, DELL, USAID and others. He is the Head of Neuro Consulting Services at Optimal HR Group, Athens (Greece), offering cutting-edge Neuromarketing and NeuroHR research, training and consulting. He has received his PhD and MBA from The University of Sheffield (UK), and he is a certified Neuromarketer. He teaches regularly in various MBAs and other university and corporate programs around the world. He is a Professor of Practice at The University of York Europe Campus, Greece, where he leads the MSc in Neuromarketing. He is the co-founder of Neurogenesis, The Applied Neuroscience Club of Greece. He is also a Visiting Professor at the School of Economics and Business of the University of Ljubljana, Slovenia. Lately, Dr. Dimitriadis helped launch [wellbeing.ai](https://www.wellbeing.ai), a Belgium-based pioneering startup in the field of emotional and mental health tech at work. Dr. Dimitriadis received the Greek Excellence Award 2022 from the Hellenic Institute for Customer Service for the global impact of his work.