

CURRICULUM VITAE

SOFIA SIKOTAKI



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Married with three children

PROFILE

Top performer Executive with extensive experience inherent to the insurance sector and especially in insurance brokerage agencies. Closely collaborating with brokerage networks and car dealer's networks.

In depth knowledge and capability in organizing and developing brokerage organizations, new insurance product development, expanding existing business with customers with cross selling synergies, building new networks, enlarge current business, creation of new business projects.

Have achieved outstanding results in market penetration, in retention and sustainability indices, but also in building employee's leadership with guidance.

A dynamic person, focused on both people and results. Believing in teamwork and encouraging collaboration between employees at all levels. Inspiring trust and security while at the same time being an extrovert and showing trust in people. With a personal mission statement to have balance in life, showing empathy, socializing with self-confident people, giving, and taking love, always being positive and looking on the bright side of things, making a significant difference by promoting people growth, serving as a leader, and applying ethical principles.

PROFESSIONAL EXPERIENCE

APOLLON INSURANCE BROKER SA

May 2008- Current

GENERAL MANAGER, REPORTING TO OWNER

Main Responsibilities:

Apollon Insurance Broker SA, member to the Saracakis Group of companies.
<https://www.apollonbroker.gr/>

Annual gross premiums of 20mio€ with 5 direct subordinates and total 24 headcounts.

Insurance sales with creation and developing of e-shop (i-asfalia), direct field force, web-based platform for sub networks, in-house agency brokers, network of agency brokers and with new insurance products launches.

Member of the Management Committee of the Group of Saracakis companies.

Major Achievements:

- Multiplied the company's value by 6 times, from an annual turnover of 3.5m € gross written premiums in 2008 to 20.0m € in 2023.
- The company has been transformed, from an omnichannel broker with a focus of 99% in motor to a multichannel organization with: A. A network of 743 agents, B. An in-house direct sales force, C. Inhouse Brokers, D. Online shop /aggregator, representing currently, a 41% in Life & Non-Life premiums and 59% in motor.

- Have achieved an exceptional high retention rate of 86% in motor, 96% Life and 89% in Non-Life products with a high Customer satisfaction rate confirmed by Metron Analysis survey, with 83% in B2B experience and 95% in B2C experience, with a Net Promoting score of +47.
- In addition, we have developed new insurance branches, corporate clientele and many MDRT members (Million Dollar Round Table).
- Above all, my leadership has altered company's image, awareness and reputation and nowadays belongs in the top 8 independent insurance Brokers in the Greek market.

FIRST TEAM SA**April 2006 - May 2008***GENERAL MANAGER, REPORTING TO OWNER***Main Responsibilities:**

- First Team SA was the Brokerage company (satellite), of a group of 12 companies which were the official dealers of VW, Audi, BMW, and Renault and a Leasing Company located in Attica and outside Attica, reporting to the company's owners.

Major Achievements:

- During placement, the company achieved a significant increase in the penetration rate, had rebalance favorably existing trade agreements and had signed new ones with higher profit margins. In addition, the implementation of new IT solutions, standardized the procedures of collectability and the Retention of its customers.

FIDELITY SA**Nov 1997 - March 2006***SALES MANAGER & OFFICIAL LICENSE OWNER***Main Responsibilities:**

- In 1997 in cooperation with the entrepreneur, I was the founder of this insurance agency, Fidelity SA («satellite» company of the dealerships of Renault, BMW, Rover & Porsche) where I was the official license holder of the agency and also I was holding the position of the Sale Manager.

Major Achievements:

- Due to my technical skills in sales and communication, I developed the company network on a national scale with excellent penetration results in all the official representatives of the above-mentioned car companies.

ALICO SA**Nov 1995 - Nov 1997***DESIGNING & TRAINING MANAGER, HEADQUARTERS MARKETING DEPARTMENT*

- Designing of Insurance products & Training Manager, responsible to organizing training seminars and training of Sales Teams of insurance agents and network

EDUCATION
Master: Advance Program in Management for Insurance Executives, Piraeus University, 2013-2015**Master in European and International Studies with a specialization in European administration, Panteion University of Athens, 1994-1996****Bachelor's degree in political and international studies, Panteion University of Athens, 1990-1994**

COMPUTING SKILLS
Fully competent in all PC applications

MEMBERSHIPS

Member of Women's Entrepreneurship Committee of Athens Chamber of Tradesmen
Member of the Association of Professional Insurance Brokers of Greece
Member of the Hellenic Insurance Brokers Association
President of Life Awareness (Volunteering Association)
Member of MDRT (Million Dollar Round Table, a Premier Association of Financial Professionals)

PROFESSIONAL SEMINARS

Project management training courses
Selling skills training courses
Professional Presentation skills
Personal empowerment
CRM global course
Forecast modelling workshops
Competitive intelligence
Achieving Multichannel Excellence
Essential coaching skills
Essential Management Skills
Leading Teams in Challenging Times
Risk Management
Holistic leadership
Facing the challenge
Act-move your team to the next level
Engage in Motion
Leading teams in Challenging times

OTHER INTERESTS

On a professional level I follow and keep myself informed about the evolution in the field of insurance market and contemporary Economy. I read books especially in personal development, I do classical sports (semi-marathon, classical marathon), I also like to go excursions, sailing, winter skiing..

REFERENCES

Will be provided upon request.