

Biographical Note: Dr Nicos Rossides

Dr. Nicos Rossides is a seasoned executive and management consultant with a diverse background in both the private and academic sectors. He co-owns MASMI Research Group, a marketing research agency with offices across Central/Eastern Europe and the Middle East (with offices, among others, in Belgrade). He is also the Co-founder and Chairman of the Advisory Board of DMR, a digital marketing insights agency, with head offices in London.

In addition, Dr Rossides is CEO of CREF Business Ventures, an incubator affiliated with The Cyprus Institute that supports and mentors academic spinoff founders and their teams. He also teaches management-related courses and seminars to graduate students.

Previously, Dr. Rossides held CEO positions at Medochemie, Synovate (CEO, EMEA & Global Solutions), and KEMA Group, where he worked for nearly twenty years before it was acquired by Synovate. He began his career as a Senior Research Fellow at Kyoto University in Japan, where he received a Doctor of Engineering degree. A Fulbright and Mombusho scholar, he also received senior management training at MIT's Sloan School.

Dr. Rossides is a published author, with two books and a series of ebooks on management, leadership, and innovation to his credit. These include: "Engaging the Workforce: The Grand Management Challenge of the 21st Century" (recently published by Routledge/Taylor & Francis), and "Exploring Japanese Culture: Not Inscrutable After All" (published by Matador, 2020). He also runs a YouTube channel, "Managing Essentials," aimed at aspiring and newly appointed managers as well as seasoned managers looking to improve their skills.

Dr. Rossides is a frequent speaker at conferences and symposia, sharing his extensive knowledge and experience with audiences worldwide. He is recognized as an expert in management, leadership and innovation in the industry.