

**Ilias Kyriakopoulos, Head of Business Customer Value Management,  
WIND Hellas.**

Mr Ilias Kyriakopoulos has an extensive experience in the design, development and implementation of analytical projects, such as segmentation and propensity models, which predict the behavior of customers and contribute to their hold, and the development of targeted actions. He has worked for many years in the field of Financial Services (Alpha Bank, Marfin Egnatia Bank and Piraeus Bank) and now is Head of Customer's Value Management of Wind Hellas, aiming to increase the Revenue for corporate customers, while keeping up the Customer Experience. He holds an MSc in Business Information Technology Systems, a BSc in Business Administration, as well as professional PMP certification from the Project Management Institute.

