

---

# Nikolaos St. Kyrezis

Mr. Nikolaos St. Kyrezis is a graduate of the Department of Marketing and Communication, Athens University of Economics and Business, where he successfully completed his undergraduate, postgraduate (MSc) and doctorate (PhD) studies.

In academia (20 years), he has taught Financial Services Marketing at University of Piraeus (4 years), Marketing I and II at the Hellenic Open University (8 years), Digital Marketing & Social Media at the Economic University of Athens (2 years) and a number of marketing courses at TEI of Crete (11 years). Moreover, he has qualified business executives in many intra-corporate seminars. His articles were published in many international scientific magazines and were recited in conferences. He is also a reviewer for the International Journal of Bank Marketing, a member of the Greek Marketing Academy and founder member of the iMarketingSociety. In the past, he served as President of the BoD of the Cretan Marketing Association and as Vice-President of the Greek Institute of Marketing (Department of Crete).

Furthermore, he was marketing director and consultant in small and medium-sized enterprises for 10 years while since 2001 he has been working as Marketing Officer at the Department of Marketing and Communication at the NBG Group (National Bank of Greece).

His primary research and activity interests are in the areas of: Trust and Experience establishment, Omni-channel Marketing, Marketing Strategy and Data Analysis for Marketing Decisions.

---