

LEDA PAPADOPOULOU

*Communication and Public Relations Expert
Owner Of Epi Direct*

Leda Papadopoulou has an established career in Communications and Public Relations sector in Greece for more than 20 years. Having completed her studies in Greece at the American College of the Thessaloniki, Anatolia, and the UK on Management and Marketing she is aware of the challenging environment of corporate communications while her many years of working experience as a Senior Marketin, has familiarized her with the European market.

In 1992 she founded Epi- Direct creating thus one of the leading agencies of Strategic Communication and Marketing in Thessaloniki and Northern Greece. Today, she is still the owner and managing director of the company, counting more than 22 years in consulting companies both in retail,corporate and public sector and has organised hundreds of events. Moreover having worked in diverse groups across the country she is aware of the incredible co-collaborative effort it takes to keep up with the enormous competition thus she has hand picked her team. The keywords that keep them in the forefront of the market are: **creativity, innovation, efficiency and speed, humor, reliability and ethics.**

- As far as other attributes of her are concerned, she has been a rapporteur for several conferences and seminars of the Hellenic Management Association regarding Communication and Marketing, Nonetheless, she is the Vice President of the Hellenic Marketing Association(EEDE) and an active member of the American College Alumni Association, YMCA, Make-A-Wish Greece, the National Athletic Association of Women “Kallipateira” The Macedonian Museum of Modern Artand a member of many other committees of charities and nongovernmental organization.
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