

CURRICULUM VITAE

of

Theofanis George Varvoglis, Ph.D.

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## IN BRIEF

An educator and marketer with a strong quantitative background (Virginia Tech Ph.D., Adelphi M.B.A.) and more than 20 years of academic, entrepreneurial and professional experience in U.S. and Greece. Taught a diverse number of audiences ranging from undergraduate and graduate students, middle management personnel and salespeople to top executives on strategy and negotiation. Some of these programs were in-house training for companies like Lacoste, Pepsi Cola, Sarah Lawrence, BMW. Some of the institutions where taught include the University of Macedonia Postgraduate Program, the M.B.A. at San Diego State University, Virginia Tech, American College of Thessaloniki, American University of Armenia. Held positions ranging from Assistant Professor to Dean of the Anatolia School of Business at the American College of Thessaloniki. Led own marketing consulting practice serving the needs of marketing strategy, research, and training, and held the position of Commercial Director for Sarah Lawrence S.A. the leading Greek designer and manufacturer of women's clothes and accessories. Specializes in creating awareness and enhancing visibility with over 20 years of experience in both US and Greece for entrepreneurial and social causes. In his last position as Dean of the Business School of the American College of Thessaloniki established the Entrepreneurship Hub, developed the undergraduate programs and validated them with Open University and NEASC while strengthened with new agreements the study abroad students' program from USA and conceptualized and launched the ASB Entrepreneurship Hub with the JMP Award Competition and Venture Garden programs. Currently Professor of Marketing at the American University of Armenia.

## CURRICULUM VITAE

### ACADEMIC POSITIONS

Professor of Marketing, American University of Armenia,  
Yerevan, Armenia.

Dean, Anatolia School of Business, American College of  
Thessaloniki (ACT), Thessaloniki, Greece.

Senior Lecturer of Marketing (part-time), Post Graduate  
Executive Program of the Association of Exporters' of Northern  
Greece, Thessaloniki, Greece.

Adjunct Associate Professor of Marketing (full time),  
Postgraduate and Undergraduate Programs, University of the  
Aegean, Chios, Greece.

Adjunct Lecturer of Marketing (part-time), M.B.A. Program,  
University of Macedonia, Thessaloniki, Greece.

Adjunct Assistant Professor of Marketing (full time),  
Undergraduate Program, University of the Aegean, Chios,  
Greece.

Chair of the Post Graduate Diploma in Business of the Hellenic  
Management Association, Thessaloniki, Greece.

Lecturer of Marketing (part-time), International Center of  
Business Studies (ICBS), Thessaloniki, Greece.

Assistant Professor of Marketing (full time), at San Diego State  
University, California, U.S.A.

Instructor of Marketing (part time), at Virginia Tech, Virginia,  
U.S.A.

Research Assistant (part time), at Virginia Tech, Virginia, U.S.A.

## TEACHING EXPERIENCE

In executive education both in the U.S. and in Greece consistently since 1986. Taught a diverse number of audiences ranging from middle management personnel and salespeople to top executives. Some of these programs were in-house training for companies like Lacoste, Pepsi Cola, Sarah Lawrence, Trata, BMW, while other were open seminars organized by organizations like the Hellenic Management Association, the Organization for the promotion of Exports, the Hearing Aid Association, the Greek Institute of Marketing, Global Greece. Some of the subjects covered are marketing planning, customer satisfaction, retailing, market research, consumer behavior, pricing strategies, decision making, advertising and promotion, negotiation techniques nonprofit marketing, fundraising.

Attended the three-day workshop in seminar delivery and presentation techniques that was conducted in Thessaloniki, Greece by the Irish Management Institute and organized by the Greek Management Association. The purpose of the seminar was to provide instructors with all the means and methods that improve classroom teaching and presentations.

Attended a three-day train the trainer program at the Chartered Institute of Marketing in U.K. for teaching Greek candidates interested in obtaining the Diploma in Marketing provided by C.I.M.

I have taught executives interested in obtaining the Diploma in Marketing provided by C.I.M. in Thessaloniki, Greece, organized by the Greek Management Association. Modules taught: Cases for Marketing Strategy, Advertising, and Communication.

Executive Postgraduate Program courses taught at the Hellenic Management Association Executive Postgraduate Program, Exporters' Association Executive Postgraduate Program, University of Aegean Executive Postgraduate Program: Marketing Management, Marketing Strategy and Planning, Market Research.

Graduate Program courses taught at the University of Macedonia Postgraduate Program, the M.B.A. at San Diego State University: Marketing Management, Marketing Strategy and Planning, Business Research Methods, Advertising and Communication.

Undergraduate Program courses taught at San Diego State University, Virginia Tech, American College of Thessaloniki, University of the Aegean, International Center for Business Studies: Marketing Principles, Marketing Management, Market Research, International Marketing, Industrial Marketing, Services

Marketing, Consumer Behavior, Pricing Strategies, Managerial Decision Making, Advertising.

## ACADEMIC ADMINISTRATIVE EXPERIENCE

Chair, Faculty Senate, American University of Armenia, Yerevan, Armenia.

Vice Chair, Faculty Senate, American University of Armenia, Yerevan, Armenia.

Coordination of the Principle of Marketing multisection course, American University of Armenia, Yerevan, Armenia.

Member of the Advisory Board of the Anatolia School of Business Entrepreneurship Hub of the American College of Thessaloniki (ACT), Thessaloniki, Greece.

Dean of the Anatolia School of Business of the American College of Thessaloniki (ACT), Thessaloniki, Greece.

Chair of the American College of Thessaloniki Governance Committee, Thessaloniki, Greece.

Member of the Board of Trustees of the American College of Thessaloniki, Boston, U.S.A.

Chair of the Executive Postgraduate Program of the Hellenic Management Association, Thessaloniki, Greece.

Member of the Undergraduate Programs Committee at California State University at San Diego, U.S.A.

Chair of the International Programs Committee at California State University at San Diego, U.S.A.

## NON ACADEMIC EXPERIENCE

Training and research on mediation in the context the European initiative Erasmus +.

Mentor at 100 mentors.

Mentor to startups.

Member of the Board of Directors of the State Museum of Contemporary Art, Thessaloniki, Greece.

Training and consulting, Global Greece, Thessaloniki, Greece.

Commercial Director, Sarah Lawrence S.A., Thessaloniki, Greece. Responsible for the departments of Marketing, Sales, Product Management and Retail Sales. Additionally, was responsible for the training function. Supervised 4 department managers and the training coordinator (promotional budget of €1.1 million). Sarah Lawrence S.A. is a leading designer and manufacturer of women's clothes and accessories and is headquartered in Thessaloniki, Greece.

Marketing Consulting, private practice. Consulting at the CEO level on marketing strategic issues and overseeing the communication and promotional campaigns. Advising regarding research needs and programs.

Managing Director, MARRRRKETING S.A., Thessaloniki, Greece. Marketing consulting firm that was active in market research, marketing planning and training. Among other research activities did predictive quantitative research for the municipal election outcome. Introduced the concept of training firms in Greece. Developed marketing plans for consumer goods companies.

Military service in the Greek Navy.

Marketing seminars for-profit and not-for-profit organizations in U.S.A.

Sales Representative for Electron S.A., Thessaloniki, Greece. Responsible for visiting and servicing client stores in all of Northern Greece. Electron S.A. was the leading own brand wholesaler of electrical appliances in Greece.

Accounting Clerk for Electron S.A., Thessaloniki, Greece.  
Working in the accounting department, Electron S.A. was the leading own brand wholesaler of electrical appliances in Greece.

## PROFESSIONAL CERTIFICATIONS

- International Certification as Civil and Commercial Mediator, ADRg, U.K. and IKDT, Greece.

Certified Trainer by the:

- Irish Institute of Management, Ireland
- Chartered Institute of Marketing, UK, for the Diploma in Marketing

## HONORS

MENSA IQ Society, Athens, Greece.

Doctoral Consortium at North-Western University, representing Virginia Tech, Illinois, USA.

Graduation with Distinction from Adelphi University, New York, USA.

Delta Mu Delta Honor Society.

Merit Scholarships in both years for academic achievement from the Industrial School of Economics of Thessaloniki (University of Macedonia), Greece.

## EDUCATION

Doctor of Philosophy, Virginia Tech, Virginia, USA.

A' major : "Marketing"

B' major : "Statistics"

Subject : "Activation of Self-Image in a Store Setting and During Television Viewing"

Master of Business Administration, with distinction, Adelphi University, New York, USA.

Concentration: Marketing

Bachelor in Economics, Industrial School of Economics of Thessaloniki (University of Macedonia), Greece.

Concentration: Macroeconomics

Secondary Education, Anatolia, American College of Thessaloniki, Greece.



## APPENDIX

Publications (peer reviewed)

Presentations

Transnational Projects

Committee Participation

## PUBLICATIONS

(peer reviewed)

'The 4Ps Revisited. A Framework Proposal.' Presented at the annual conference of the Armenia Economic Association, Yerevan, Armenia.

'Local Internet Crowd Offers for a Tourist Destination: A Comparative Direct Marketing Analysis of Customer Satisfaction and Intention to Return'. Paper presented at the annual meeting of the Marketing EDGE Research Summit, Chicago, IL, co-authored with Rickman, T. A. & Ryan, T. K.

'Psychographic Segmentation in the Service Context: Investigating the Ethnocentric Dimension of Self-Concept in Evaluating Segmentation Effectiveness,' in Proceedings of The Academy of Marketing Annual Conference: The Marketing Landscape: Signposts for the Future, Nottingham University Business School, Nottingham, UK, co-authored with Andronikidis, A.I., Oates, C.J.

"Fostering help seeking: The impact of clients and care givers' perceptions of problem and resolution responsibilities", in Marketing Theory and Applications, Eds. C. Whan Park and Daniel C. Smith, 206, co-authored with David B. Jones.

September, "Why U.S. firms don't buy from Latin American Companies", Journal of Industrial Marketing Management, USA, 20, pages 207-213, co-authored with Masoud Saghafi and Tomas Vega.

"International Industrial Marketing-Mix Management", The impact of Technology, AMA Educators' Proceedings coauthored with Masoud Saghafi.

"Belief in Subliminal Advertising's Influence and Locus of Control," in Marketing: Positioning the Future Ed. Robert L. King, Charleston, SC: Southern Marketing Association, 374-378, co-authored with David B. Jones and Kathleen Krentler.

"Latin America's Export Marketing Dilemma: Country of Origin Bias", in Enhancing Knowledge Development in Marketing, AMA Educators' Proceedings, co-authored with Masoud Saghafi and Tomas Vega.

"Self-Concept and Retailing Strategy", in Developments in Marketing Science, AMS, vol. 8, co-authored with J. Sirgy, C. Samli and K. Bahn.

"Affective Social Congruity and Store Patronage", in Developments in Marketing Science, AMS, vol. 8, co-authored with J. Sirgy, C. Samli and K. Bahn.

"The interrelationship of Utilitarian and Value-Expressive Store-Image Attributes", in Developments in Marketing Science, AMS, vol. 7, co-authored with J. Sirgy.

## P R E S E N T A T I O N S

Title: "What is Science?",  
Organized by the Student Association, Yerevan Brusov State University of Languages and Social Sciences, Yerevan, Armenia.

Title: "Greek Economy Recovery: How close are we?"  
Organized by the Alumni Association of Anatolia, Anatolia School of Business and sponsored by Eurobank. Participation: Securities and Exchange Commission, University of Piraeus, Eurobank.

Title: 'The Future is Now'  
Organized by the U.S. Consulate General in Thessaloniki, the British Council, the "5 Museums' Movement" in Thessaloniki under the auspices of the City of Thessaloniki. Participation: The Metropolitan Museum of Art, N.Y., U.S.A.

Title: "The John & Mary Pappajohn Business Plan Award"  
Organized by the Anatolia School of Business with the support of Deloitte, Open Coffee Club, Greek International Business Association, Greece, Odyssey Fund, AIESEC, Venture Garden under the auspices of the City of Thessaloniki. Participation: Swapdom.com, iWrite and Mezolift.

Title: "Unzipping Creativity"

Organized by the Anatolia School of Business, the American-Hellenic chamber of Commerce and AIESEC. Participation: Bold Ogilvy & Mather Athens, Mario Varvoglis Ph.D., Creative Catalyst, Akis Sakellariou, Actor.

Title: 'The Entrepreneurial Museum: Revenue And Capacity Building Strategies For Self-Sustained Non-Profit Institutions.'

Organized by the U.S. Consulate General in Thessaloniki, the British Council and the State Museum of Contemporary Art. Participation: The Walker Art Center, Minnesota, U.S.A., Alexander Haas Martin & Partners and Non-Profit Organization Management Consultant, Georgia, U.S.A.

Title: "Business & Politics in Post-Crisis Greece. Where do we draw the line?"

Organized by the Dukakis Center for Public and Humanitarian Service and the Anatolia School of Business with the support of the American-Hellenic chamber of Commerce and the Greek International Business Association. Participation: McKinsey & Company, Reuters, The General Secretariat of the Government.

Title: 'Export Marketing for Medium Size Companies'

Organized by the Exporters' Association of Northern Greece

Title: 'The Role of Volunteerism'

Organized by Anatolia College Alumni Association

Title: 'Corporate Initiatives by women in the Year 2000.'

Organized by Ergani Center

Title: 'Networks and their Future in Marketing'

Organized by the Exporters' Association of Northern Greece

Title: 'The Future of Marketing in the Context of Social and Technological Development'

Organized by The Hellenic Institute of Marketing.

Title: 'The Development and Application of Practice Firms in Greek Education'

Organized by Ekema

Title: 'Professional Prospects in Advertising'

Organized by the Hellenic Institute of Marketing.

Title: 'Customer Service a Matter of Luck or Necessity?'

Organized by the Hellenic Institute of Marketing.

Title: 'Evaluation and Management of Perceived Quality'

Organized by the Hellenic Institute of Marketing.

Title: 'The Internationality of AIESEC'

Organized by AIESEC-Aristotle University.

Title: 'Marketing Ourselves'

Organized by AIESEC-University of Macedonia.

Title: 'Marketing and the Future'

Organized by AIESEC-Aristotle University.

Title: 'Making use of the EUROPARTENARIAT'

Organized by Exporters Association of Northern Greece.

Title: 'Merchandising & Consumer Psychology'

Organized by Hellenic Institute of Marketing.

## TRANSNATIONAL PROJECTS

Project Manager for Greece, 'Introduction of Practice Enterprises to Greece and Norway,' LEONARDO DA VINCI Program.

Project Manager, 'Sales Development Project,' RETEX Program, code 20120586.

Project Manager, 'Application of Partial Franchising by a Consortium of Three Companies,' RETEX Program, code 2010244.

Project Manager, 'Market Research in UK, Cyprus and Egypt regarding the Canned Fished Market,' MENTOR Program, code 807.

Project Manager, "Organization and Communication Plan", MENTOR Program, code 810.

## COMMITTEE PARTICIPATION

Member of the Faculty Senate, American University of Armenia, Yerevan, Armenia.

Chair of the Board of the Alumni Association of Anatolia American College of Thessaloniki, in Athens, Greece.

Member of the Governance Committee of Anatolia College, Thessaloniki, Greece.

Secretary General, the American Primary School Anatolia, Thessaloniki, Greece.

Ex-officio member of the Administrative Board of the Hellenic Institute of Marketing of Macedonia, Greece.

President, American Primary School Anatolia, Thessaloniki, Greece.

Chair of the Board of the Alumni Association of Anatolia American College of Thessaloniki, in Thessaloniki, Greece.

Chair of the organizing committee for the forum on volunteerism. Keynote Speaker Ms. Tipper Gore, Thessaloniki, Greece.

President of the Board of the Greek Institute of Marketing of Macedonia, Greece.

Vice President of the Administrative Board of the Greek Institute of Marketing of Macedonia, Greece, elected..

Member of the Administrative Board of the Alumni Association of Anatolia American College of Thessaloniki, in charge of the Volunteerism Group and the Young Members Group.

Member of the Administrative Board of the Greek Institute of Marketing of Macedonia, Greece, elected..

Member of the Organizational Committee of European Council of Marketing in Thessaloniki, Greece.

Chair of the International Business Programs  
Committee, San Diego State University, California,  
USA.

Chair of three Master's Thesis Committees, San Diego  
State University, California, USA.

Member of the Undergraduate Business Programs  
Committee, San Diego State University, California,  
USA.