



## **Anastasia Sideri**

### **Senior Communications Executive Motivational Speaker and Teacher**

Anastasia Sideri holds a degree in Chemical Engineering and brings with her 35 years of professional experience in the Marketing, Strategic Communications & Public Affairs fields.

She started her career with Procter and Gamble and held a series of senior positions in large greek and multinational companies, including FAGE, Boutari, DIAGEO, DHL the Athens International Airport and the Coca- Cola Company.

She joined The Coca-Cola Company in 2002 and retired in February 2021. She held a series of positions of increased responsibility and in her latest role as Communications Director she provided Communications leadership and crisis management in 26 countries in Central and Southeast Europe.

In June 2020 she has been appointed as Honorary Professor at the ADAM SMITH School of Business at the University of Glasgow.

She also served as the Chair of the Women in Business (WIB) Committee of American Chamber of Commerce in Greece and is member of the Board of the charitable Foundation ESTIA Agios Nikolaos in Galaxidi, a lifesharing community for people with special needs

She is a founding member of the Hellenic Network of Corporate Social Responsibility and the Hellenic Communications network and served as Board member in the Hellenic Advertisers Association.

She is an advocate of lifelong learning, is NLP trained, speaks 6 languages and is very active in areas related to Effective communications, Crisis communications, CSR, Volunteerism, Ethical leadership, Accountable Marketing, Growth mindset, Archetypes and Greek Mythology and Women and Youth empowerment. She is a travel blogger and a frequent speaker in universities fora and conferences around the globe in all areas above. She was also a Tedx Talker at the Agricultural University of Athens .

She is a mother of two children, 26 and 24 years old, and lives with her husband between Athens Greece and a Greek island called Kithira

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