MARCOS KYRIAKIDES

CONTACT

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SKILLS

- Critical Thinking
- Data Analysis Tool Design
- Market Analysis
- Data Analysis
- Solution Design
- Analytical Tool Implementation
- Custom Reporting
- Business Intelligence Analysis
- KPI Monitoring
- Trend Data Analysis
- Data and Analytics
- Competitive Market Analysis
- Administration and Management
- Pattern Recognition
- Department Development
- Dashboard Creation

CAREER OBJECTIVE

Seasoned management professional with over 15 years of experience in optimizing operations, improving processes, and leading teams to success. Certified in Excel and proficient with MS Office, CRM software (Salesforce), and task management platforms including Monday.com. Currently focused on Executive Education, Artificial Intelligence, and Digital Transformation. Seeking to leverage academic-business partnerships and strategic planning expertise within a university setting.

EXPERIENCE

December 2024 - Present
BUSINESS DEVELOPMENT – EXECUTIVE EDUCATION
UNIVERSITY OF MIAMI - MHBS, Coral Gables, FL
MIAMI HERBERT BUSINESS SCHOOL

- Leading business development and corporate partnerships for Executive Education programs in AI, digital transformation, and leadership.
- Collaborating with faculty and corporate stakeholders to co-create impactful training for the future workforce.
- Developed video campaigns, corporate outreach strategies, and podcasts to position MHBS as a thought leader in executive upskilling.
- Aligning educational offerings with emerging needs in AI disruption, strategic leadership, and workforce innovation.

January 2020 - Present
BUSINESS INTELLIGENCE ANALYST
PivotPlan Consulting

- Identified opportunities for process improvement through analysis of large datasets.
- Created dashboards and reports utilizing Excel, Tableau, and other visualization tools.
- Assisted in creating technical designs by recommending suitable technologies based on project objectives.
- Built interactive dashboard visualizations that enable users to explore their own datasets.
- Provided technical support for existing reports, dashboards, and other tools.
- Synthesized current business intelligence and trend data to support recommendations for action.
- Conducted or coordinated tests to confirm consistent intelligence.

- Business development
- Negotiations
- Customer relationship management
- Business development and planning
- Database management
- CRM software proficiency
- Revenue and profit maximization
- Territory growth
- Salesforce management
- Marketing strategy
- Business intelligence and analysis
- Analytical problem solver
- Cost management
- Corporate budgeting
- Operations Management
- Budget development
- Data interpretation
- Performance metrics
- Artificial Intelligence
- Robotic Process Automation
- Process Optimization

LANGUAGES

- **Greek**
  Native
- **English**
  Fluent

- Generated standard and custom reports to summarize business, financial, and economic data.
- Maintained and updated business intelligence tools and databases.
- Created business intelligence tools and systems, including design of related databases, spreadsheets, and outputs.

April 2012 - April 2020

DIRECTOR OF OPERATIONS

STEPAGOR LTD, US

- Planned and monitored day-to-day running of business to facilitate smooth progress.
- Demonstrated and supported continuous improvement and growth mindset.
- Collaborated with team members on projects, delegated tasks as necessary, and managed expectations accordingly.
- Analyzed current operational processes and performance, recommending solutions for improvement.
- Spearheaded multiple projects from concept through completion while successfully managing budgets and timelines on each project.
- Created an environment of open communication between departments that improved collaboration among teams.

September 2008 - April 2012

SALES AND MARKETING MANAGER

Mercedes-Benz, FIAT, Alfa Romeo, Abarth, Jeep, (CYPRUS IMPORT CORPORATION)

- Developed and implemented effective sales strategies to increase market share.
- Managed sales team to consistently achieve growth and hit sales targets.
- Generated monthly reports to monitor product performance, sales and market trends.
- Developed sales team through motivation, counseling and product knowledge education.
- Met marketing and sales financial objectives by forecasting requirements and preparing annual budgets.
- Analyzed competitors' activities in order to gain an advantage in the marketplace.
- Represented company at trade association meetings to promote products.
- Established relationships with key industry contacts to generate leads and close deals.
- Managed complex negotiations between customers and suppliers for favorable terms.
- Utilized data analysis tools such as Excel and Tableau to interpret trends in the market.
- Monitored costs, competition and supply and demand to establish and adjust selling prices.
- Analyzed trends and results to determine annual unit and gross-profit plans.

July 1999 - December 2001

LANCE CORPORAL

GREEK CYPRIOT NATIONAL GUARD

- Developed and implemented effective training plans for new recruits to ensure successful transition into military service.
- Trained, coached and mentored military units to improve readiness and training.
- Employed advanced knowledge of weapons systems to deliver accurate fire support for troops in combat scenarios.
- Implemented and enforced standard operation procedures and operations orders.
- Empowered staff to use initiative in day-to-day operations of sections.

EDUCATION

November 2024

Change Management for Generative AI in Artificial Intelligence

Vanderbilt University, Nashville, TN, US

August 2023

Data-driven Decision Making

PWC

January 2023

Business Analytics with Excel in US

Johns Hopkins University

July 2023

Solving Problems with Creative & Critical Thinking

IBM

September 2008

Mercedes Benz C-Sales Certificate Mercedes Benz Europe

Mercedes-Benz, US

January 2008

BA in Business Administration

Florida Atlantic University, Boca Raton, FL, US, US

Data Analysis in Business with R Programming

Coursera Project Network

CERTIFICATIONS

- Business Analytics with Excel (John Hopkins University)
- Application of Data Analysis in Business with R Programming

- Data-driven Decision Making
- Solving Problems with Creative and Critical Thinking
- Predict Sales and Forecast Trends in Google Sheets
- Get Started With Tableau
- Florida Real Estate Licence (ACTIVE SINCE 2020)

REFERENCES

References available upon request

WEBSITE

www.PivotPlan.net