

Nikolaos St. Kyrezis

Mr. Nikolaos St. Kyrezis is a graduate of the Department of Marketing & Communication of the Athens University of Economics and Business, where he completed his undergraduate, postgraduate, and doctoral studies.

In the business sector (since 1991) he has served for 10 years as a Marketing Manager & Consultant in small and medium-sized enterprises, for 20 years he worked as an executive in the Marketing & Communication Department of the National Bank of Greece Group and since 2021 he has assumed the position of Communications Manager of the Athens University of Economics and Business.

In academia (since 1991) he has taught Financial Services Marketing at the University of Piraeus, Marketing I and II at the Hellenic Open University, Digital Marketing & Social Networks and Multi-channel Marketing & Customer Experience at the Athens University of Economics and Business and various Marketing courses at the TEI of Crete. He has also trained business executives in many in-house seminars. He has been collaborating with the Lifelong Learning Center of AUEB since 2014, as a lecturer and supervising educator / consultant in the Digital Marketing & Social Media programs (face-to-face & e-learning), Omni-Channel & Customer Experience, e-LinkedIn & Digital Transformation.

His primarily research and professional fields of interest include building Trust and Customer Experience, Physical and Digital Channels of Communication, Sales Management, Data Analysis for Marketing Decisions, Marketing Strategy and Digital Business Transformation.



