



The Impact of Social Media on HR Practices



Greek
People
Management
Association

Conference Agenda

2.10.2013

Wednesday

The American College of Greece | 09:00-15:00

- 09:00 - 09:30 Enrollments - Coffee
- 09:30 - 09:45 **Conference Commencement** **Martha Milona – Economacou**, President, Greek People Management Association (GPMA)
- HR Director, South Eastern Europe DDB
- Dimitris Andreou**, PhD VP – Administration, The American College of Greece
- Katerina Triviza**, Managing Director, Eurobank Business Services
- 09:45 - 11:00 **Social Media: The Recruitment Game Changer**
Speeches **Social Media on HR Practice: How we grew from a local 2 staff company into a 100+ people international company thanks to Social Media**
Odysseas Ntotsikas, Managing Director, Thinkdigital Group
- Recruiting for fast growing companies**
Nikos Moraitakis, Founder & CEO, Workable
- Media Matters: Leveraging Social Media for Strategic Recruiting**
Dr. Sanja Licina, Senior Director of Workforce Analytics, Career Builder
- 11:00 – 12:00 **Social Media & New Business Ethics**
Speeches **Foster more fun and enjoyment at HR objectives – Gamification in HR**
Georgios Antoniadis, Business Development Director, ICON Platforms
- Playground and Parachute: How to engage Social Media active employees for the good and the bad times**
Maria Lazarimou, Co-Founder & CEO, Advocate/Burson-Marsteller
- 12:00 -12:30 Intermission
- 12:30-14:00 **The Social HR**
Survey **HR needs to go “Social”**
Olga Epitropaki, Associate Professor, ALBA Graduate Business School at The American College of Greece - Academic Director, ALBA MSc in Strategic HRM
- Panel **What are HR’s Major Challenges in Social Media?**
Panagiotis Emmanouilidis, Head of HR&O HUB South East Europe & Head of Workforce Planning & HR Operations RMED, Ericsson
Giannis Koutrakis, HR Manager Greece & Cyprus, IBM Hellas
Tolina Liaropoulou, HR Operations Manager, Upstream
Chryssiis Poulakou, Lawyer, Piniotis-Poulakou Law Firm
- Panel Coordinator: Olga Epitropaki**, Associate Professor, ALBA Graduate Business School at The American College of Greece - Academic Director, ALBA MSc in Strategic HRM
- 14:00 – 14:15 Conference Conclusions – End of Conference
- 14:15 – 15:00 Light Lunch

For participation documents or any further conference inquiries please contact:
gpma@otenet.gr, T & F: +30 210 68 24 092

SPONSORS



COMMUNICATION SPONSORS



PUBLICITY SPONSOR



SCIENTIFIC PARTNER



OFFICIAL WiFi PROVIDER



OFFICIAL HOSPITALITY PREMISE

The American College of Greece





Georgios Antoniadis

Business Development Director, ICON Platforms



George has received his BSc in Information and Telecommunications from the National University of Athens and his MBA in Telecommunication from University of the La Verne. Since 1995 in the ICT market, was always thinking about "innovation", from the conceptual design to project realization.

In 2005 George co-founded Saicon Ltd, a company delivering professional services to blue chip customers. In 2007, Saicon created a new business unit for mobile gaming services and funded the development of a cross platform system (TALOS) for real time communication among different devices.

Following closely the expansion of the gaming market and emerging trends, TALOS became a state of the art Gamification platform. In 2011, ICON Platforms was founded to commercialize TALOS Platform and provide loyalty solutions for both end consumers and employees utilizing Gamification Technics.

Panagiotis Emmanouilidis

Head of HR&O HUB South East Europe & Head of Workforce Planning & HR Operations RMED, Ericsson



Mr. Panagiotis Emmanouilidis is Head of Human Resources & Organisation for Ericsson, for HUB South East Europe (including Greece, Cyprus, Albania, Malta, Romania, Moldova, Fyrom, Bulgaria and Serbia) within Region Mediterranean.

On top, Panagiotis is Head of Workforce Planning & HR Operations for Region Mediterranean, reporting to GF. He is 46 years old, married with one child.

He holds an MBA degree from ALBA, a Bachelor degree in Business Administration and in Accounting. He has 20 years of experience and his professional career started back in 1990 as a Business & HR Consultant. Since then he has worked with leading organizations in Greece such as TIM Hellas SA, NOKIA Hellas SA and Saatchi & Saatchi Hellas SA, in Sales and Human Resources and Group Human Resources Director respectively.

He joined Ericsson Hellas SA January 2006, having served in key positions within the company in Ericsson Hellas, moved in Italy to support the Ericsson Italy organization in an HR Business Partner role and also as a Head of Talent Acquisition. Then he moved in Sweden running a Global Project for BU Global Services implementing globally a strategic concept which includes business finance and HR units on competence and cost resource management. From 2010 he is back in Greece running SEE and working with Global.



Olga Epitropaki

Associate Professor, ALBA Graduate Business School at The American College of Greece - Academic Director, ALBA MSc in Strategic HRM



Olga Epitropaki holds a BSc in Psychology (University of Crete, Greece), an MSc in Occupational Psychology (Cardiff University, UK), as well as a PhD in Organizational Psychology (Cardiff, University, UK). She has taught and participated in research projects at the University of Sheffield, Aston Business School (U.K), EM-Lyon Business School (France), Queens School of Business (Canada), Queensland University of Technology (Australia) and the University of Cyprus. She has teaching and research interests in the areas of leadership, emotions, trust, psychological contracts and diversity management.

For her doctoral thesis she won the 2001 Jepson School Award for Outstanding Dissertations in Leadership Studies (University of Richmond, US), and she also was among the six finalists for the 2000 Newman Best Dissertation Award for the Academy of Management. Her research has been published in top refereed journals and conferences, such as the Journal of Applied Psychology, the Leadership Quarterly, the Journal of Organizational Behavior, the Journal of Occupational and Organizational Psychology, the International Human Resource Management Journal, the Personality and Social Psychology Bulletin, the Society of Industrial and Organizational Psychology conference and the Academy of Management conference Best paper proceedings.

She has also recently published a book (with K. Kyriakopoulos & S. Zarkos) "Management in Times of Crisis" (in Greek). She is a member of the Editorial Board of the Leadership Quarterly and the Greece Ambassador for the International Human Resource Management Committee of the Academy of Management. She has further worked for many years as a consultant and executive trainer for numerous Greek and multinational companies such as EFG-Eurobank Ergasias, National Bank of Greece, Piraeus Bank, Viohalco, Carrefour, Novo Nordisk, Minerva, Tasty, Athens International Airport, Shell, Sanofi-Aventis, Titan, Vodafone, Xerox and others. She is also the Academic Advisor for the Best Workplaces competition in Greece as well as for the Recruitment Confidence Index (RCI).

Giannis Koutrakis

HR Manager Greece & Cyprus, IBM Hellas



Giannis Koutrakis is working for IBM Hellas as Manager of Human Resources since May 2011 and he is responsible for Greece & Cyprus. Giannis brings with him 17 years of professional experience in the Human Resources field. He started his career from DHL International and then he moved to Athens International Airport where he was responsible for the recruitment services function.

After his professional experience at AIA, Giannis worked as Country Human Resources Manager for leading multinational companies, namely Adecco, Coca-Cola and Microsoft. During his career in HR Giannis participated in some important projects such as the opening of the new Athens Airport, the 2004 Olympic Games (through the Coca-Cola sponsorship) and the establishment of Adecco in the Greek market and, at the same time, he worked towards strengthening the HR culture in the organizations he worked for.

He has a BSc. degree on Statistics & Insurance Science from the University of Piraeus and an MSc. degree on Business Administration from ALBA. During his studies and before he starts his career in the area of HR he worked for 3 years as Analyst/Programmer and 2 years as Insurance Advisor. He is born at Crete and he is the proud father of two sons, Konstantinos & Nikolas.



Maria Lazarimou

Co-Founder & CEO, Advocate/Burson-Marsteller



Maria's expertise in Strategic Communications and Public Relations spans more than 25 years. During her long career, Maria has developed several Media Relations and Corporate Communications programs for leading national and global clients, and has been actively involved in Crisis Management and Media Training. Maria was one of the first CEOs in the PR Industry to recognize the importance of Social Media in communication and now leads a thriving digital practice at Advocate/Burson-Marsteller.

Before assuming her responsibilities as Managing Director of Advocate/Burson-Marsteller, Maria served as Managing Director at THE P.R. TEAM, bringing the company to a leading position in the Greek public relations scene. She has also assumed managerial positions in Alector Direct & Image Development (1987-1996) and Olympic Communications (1985-1987). Prior to that, she was in charge of The Public Relations Department of Bates Hellas (1984-1985), while she began her career as an International and E.U. Relations officer for the Greek Industries Federation (1982-1984).

Maria has obtained a BSc on Public Law and Political Science from the Athens Law School, while she also holds the Certificate of Advanced European Studies from The College of Europe- Brussels. She is fluent in English, French, German and Italian.

Maria has served as a Vice-president at the Hellenic Association of Advertising and Communication Agencies (EDEE) and as a Member of the executive Committee of Public Relations of the Hellenic Association of Advertising and Communication Agencies.

Finally Maria is a member of the Athens Chamber of Commerce and Industry and a Board Member of the Institute of Communication and the Corporate Responsibility Institute.

Tolina Liaropoulou

HR Operations Manager, Upstream



Tolina is Upstream's HR Operations Manager. Tolina oversees the company's Human Resources and Administration team and is responsible for setting the strategic direction of the Human Resources and Administration function worldwide along with leading organization development initiatives for Upstream's business. Before joining Upstream, Tolina was a member of multinational companies such as Frigoglass and Coca Cola HBC. She holds a Bachelor's degree in Economics from Deree College in Athens and a Master's in Economics from Birmingham University in UK.



The Impact of
Social Media
on HR Practices

Meet
the speakers



Dr. Sanja Licina

Senior Director of Workforce Analytics, Career Builder

careerbuilder®



As Senior Director of Workforce Analytics, Dr. Sanja Licina heads up the talent management consulting efforts for CareerBuilder - the global leader in human capital solutions. Her focus is on providing critical insight into global labor trends and recruitment best practices. Under Dr. Licina's leadership, CareerBuilder has assisted thousands of organizations in leveraging business intelligence to make strategic organizational changes. Her work has been featured in publications such as TIME, Forbes, and The Wall Street Journal.

Nikos Moraitakis

Founder & CEO, Workable

workable



Nikos is an entrepreneur and private investor with a proven track record in product marketing and international business development. He is the CEO of Workable, a technology startup he co-founded that aims to re-invent hiring for enterprises. Previously, in the role of VP Business Development at Upstream, he played a key role in the company's growth from startup into one of the world top marketing technology companies, where he was actively involved in enterprise sales across 40 countries in 4 continents.



Odysseas Ntotsikas

Managing Director, Thinkdigital Group



Odysseas Ntotsikas started his career as a Business Consultant with Accenture which he left in 2000 to co-found one of the most successful Internet Start-Ups in the region, yellownetroad. Following the successful acquisition of yellownetroad by OgilvyOne in 2005 he worked for the agency for 2 years as a Strategic Planning Director.

During this time he led Sportingbet to become the no1 Online Entertainment Brand in Greece & Cyprus and he successfully helped to launch Bet365 in 5 European countries. As if he had missed entrepreneurship he launched Thinkdigital (www.thinkdigital.net) in 2006, leading it to become the strongest Digital Media Network in S.E. Europe. Thinkdigital is the official Sales Representative for Facebook, MSN, Mediamind and a number of local Digital Media in 6 European Markets (Greece, Hungary, Albania, Cyprus, Romania, Bulgaria).

In 2010, Odysseas launched ForestView, the Performance & Affiliate Marketing company of the Thinkdigital Group (www.forestview.eu) pitching customers with a very simple proposition: We get paid by Results!

Odysseas holds degrees from LSE (MSc. in New Media & Communications & MSc. in Management of Information Systems) and Stanford (Executive Program in Managing Growing Companies). He is a frequent speaker on Marketing, regularly presenting at conferences around the Region. Odysseas has also served as General Secretary for IAB Hellas.

Chryssiis Poulakou

Lawyer, Piniotis - Poulakou Law Firm



Chryssiis is specialized in the employment law. Her main fields of practice include both litigation and legal consulting. She has represented several multinational corporate entities in litigation and other proceedings before the Greek Courts and other Public Authorities. She has broad experience in the field of reductions, downsizing, reorganizations, transfers of undertakings, collective dismissals, incentives programs, temporary agency work etc., as well as in the field of collective relations, Union negotiations, drafting of Collective Bargaining Agreements, strikes, Mediation and Arbitration Proceedings (OMED), pension entitlements, etc. She has experience in drafting employment contracts, internal labour regulations and other legal documents and providing legal advice regarding any collective or individual employment issue. In the past she joined "Kyriakides Georgopoulos & Daniolos Issaias" Law Firm (KGDI), from 2001 until the end of 2011, where she was a Partner in the employment relations department. As of May 2012, she incorporated with Costas Piniotis (Δελτίο Εργατικής Νομοθεσίας) her own law firm, specialized exclusively in employment issues (PP Legal).