MY LECTURE SERIES PLANNER

MON

23|11|2020
14:15-15:30

The digital transformation in the public sector

Andreas Rodakos
Partner & CEO - KnR Governance, Risk, Compliance & Internal audit Services

FRI

27|11|2020
16:15-17:30

Customer Experience (CX) in the Product Development Process: Digital Consumer Behavior

Olga Tsatsani
User Experience Researcher (UX Researcher), Linakis Digital

MON

30|11|2020
14:15-15:30

Digital Marketing for B2B companies: how to design a successful strategy

Zoe Patergiannaki
Digital Marketing Executive, Linakis.digital

MON

07|12|2020
14:15-15:30

Digital Transformation in Healthcare

Dimitra Balaska
University of West Attica, Finance Department

FRI

11|12|2020
16:15-17:30

End-to-end fmcg marketing: from product development to digital communication

Efstathia Papathanasi
Junior Brand & Trade Marketing Manager

MON

14|12|2020
14:15-15:30

Big Data Analytics: how can they be useful in Tax Administration?

Xanthippi Giannouzi
Tax Compiance Directorate (IAPR)

UNIVERSITY OF PIRAEUS
iLEADS LAB
Strategic Leadership & Digital Transformation