

Eleni Sotiriou
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Eleni Sotiriou is Senior Consultant at Thessaloniki Convention Bureau, having served as its Managing Director from August 2018 to December 2023. She has served as senior advisor to the Mayor of Thessaloniki (2011 – 2018) focusing on the city’s promotion and growth in close collaboration with the hospitality sector and initiating the development of a strategy on tourism development.

She holds an MSc in Economic History from London School of Economics and a BSc in Economics from the Aristotle University of Thessaloniki. She has served in different positions in Consulting, Marketing and Sales and was the co-founder of Wine Plus, a company specializing in wine promotion, gastronomy and oenotourism. She is also a coach in EU projects and mentor in national and international organizations.