

Founder & Chief Executive Officer (CEO)

SoFine! Branding & Communications Management

Tonia Fouseki was born in Athens. She has studied mainly Marketing and Psychology. During her studies, she started working in the field of media & television both behind and in front of the cameras.

Soon, he began working in the field of marketing and communication. He has collaborated with advertising agencies and TV channels on concept development, production, marketing and advertising.

In 2006, he founded the company SOFINE! Branding & Communications Management, a boutique communication and branding agency, with clients from various sectors: tourism, entertainment, fashion, sports, national, government institutions and more. As a successful Strategic Communication Consultant and a public figure, herself, she has collaborated with the largest television networks in Greece, major companies, fashion designers, athletes, artists, politicians, public institutions and institutions. She has managed the image of famous stars, politicians, actors, world champions and has managed the accounts of multinational companies and big brands with many significant successes in her career to date.

In 2007, Tonia Fouseki founded and established Athens Fashion Week, Athens Fashion Week, Greece, with an international character, having hosted many famous designers and international houses, such as Vivienne Westwood, Franck Muller, Dsquared2, Ferragamo, Zuhair Murad, Blumarine, Casharel, Emanuel Ungaro, among others. It is an established institution, supported by state institutions, ministries and agencies, with international recognition and collaborations, as well as great publicity both nationally and internationally.

In 2017, her company, SoFine! after a series of successful projects, it was designated as an approved Branding Company by Marriott International, fully meeting the high standards of the colossal company for Europe and to date it is the only Branding Company approved by Marriott operating in Greece and Cyprus.

At the beginning of 2018, SOFINE! has been approved as Marriott's official Branding Company for the US and the Caribbean, and has implemented projects in Greece, Cyprus, Italy, France, the USA and will expand its activity in the United Arab Emirates.