



Varvara Roza

A Strategic Marketing and management Planning Professional with a large track record of organizing business plans and extroversion projects for Companies and organizations, on a large scale.

Personal Info:

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Work Experience

- 2016 – Present: Owner and Founder of Varvararozagalleries.

Greece was the birthplace of wondrous works of art. Modern Greece has a thriving artistic community. This generation's art must be promoted and become internationally known. Through my extensive experience working in the cultural sector, I am delighted to introduce some of its brightest protagonists of Greek Art to London.

Varvararozagalleries is aiming on promoting and establishing Greek Art in the UK Market and Europe and overseas artists in the Greek market.

- 2010 – Present : Managing Director and Co-Owner at Lignitorichia Achladas Ltd
- 2006 – 2010: Marketing Director at Lignirotochia Achladas Ltd

Education

- 1997 – 2000: Bachelors at Marketing and Advertising at the Technological University of Thessaloniki

- 2000 – 2004: Bachelors at Political Studies at the Aristotle University of Thessaloniki
- 2004 – 2006: MA at International relations at Queen Mary University
- 2007 – 2008: MA at Arts Management and Cultural Leadership UOL (university of London)
- 2019 – present: Law LLB at King’s College London

Seminars and Certifications

- “Marketing and new technologies” Institute of marketing
- “Public relations and how they apply at the extroversion of a Company” Institute of marketing
- “How to Create a successful campaign” Institute of marketing
- “Greek History and Art” Institute of marketing

Languages

Excellent English

German Fluently

Memberships

- Member of Thyateira Union (International Union of Friends of the Archdiocese of Great Britain and Ireland)
- Member of “Yes for Europe” (International Union Of Entrepreneurship in Europe)
- Member of the international Rotary since 1998
- Member of the International Lions Club
- Member of The Hellenic Centre in London
- Member of the Macedonian Society in London
- Member of the Constantinopolitan Greeks in London
- Member of the Lykion Ton Hellinidon in London
- Member of The Arts Club London

Interests and Accomplishments

Running an Energy Business

I am working in my family coal mining business Lignitoryhia Achladas Ltd, based in Florina since the age of 16. The company was established in 1936 by my grandfather and currently supplies 32% of the electricity across mainland Greece. I have held the position of Industrial Marketing Director and Shareholder from 2003 until 2011 when I took over as a Managing director following the death of my father.

Youth Work

I have been a member of the Rotary Club of Central Thessaloniki since the age of 18, taking the role of President from 2010 to 2017. In 2006, I created a project entitled "Youth Entrepreneurship" in Thessaloniki and Athens which I managed until 2016 as a president. It now has over 3000 members.

Politics and Culture

In 2010, I was elected (with the right wing party) as one of 12 council members in the Municipality of Thessaloniki where I served my tenure in the City Hall until 2014. My specific role was managing most of the cultural activities within the municipality of Thessaloniki.

Contemporary Greek art program in London

In addition to managing culture in my region, I always had a great passion for the arts and I come from a family of art collectors. My new project in UK is to introduce the work of contemporary Greek artists to the London art scene, through ongoing series of exhibitions and events starting in October 2018. Modern Greece has a thriving artistic community and through my extensive experience working in the cultural sector, I am pleased to introduce some of its brightest protagonists to London.