

Niki Giannakou

Niki holds a degree in Statistics from Piraeus University and an MSc in International Marketing from Athens University of Economics & Business. She demonstrates expertise in Customer Experience Strategy and Methodologies of Analysis. As Product Director she focuses on the business needs of each organization, that need to build a modern CX on digital foundations with an array of tools and innovative technologies. In the past she has designed various user research schemes for FMCG companies and led numerous projects in the spectrum of digital transformation and innovation. She is passionate about new technologies and shares a strong vision for data-driven decision making.