

CHRISTINA KATSOULI

I graduated from Cass Business School of City University with a 1st class honours in Business Management. In 2016, the Vice Chancellor selected me as an Honorary Graduate and got appointed to deliver the graduation speech of the Business School.

Previously, I had come across an article about hydroponics and its application to grow crops 5-7 times faster, yielding profit maximisation. A striking idea was born already within City "How about bringing this technology to areas of the world that suffer from poverty due to soil infertility?" HydroVillage started as an ENACTUS social enterprise, aiming at reducing poverty and malnutrition in deprived areas. This is achieved with affordable hydroponic units which are self-made by the end users. Winning the Green Dragons Award, the project got funding. While leading this team, international recognition came through the McKinsey Venture Academy. We collaborated with local charities in Brazil where we implemented a 120-plant system, increasing harvesting growth of beneficiaries in August 2015 in Ceara.

Shortly after I started my career in retail undertaking the role of a Digital Merchandising Assistant at the global Burberry HQ focusing on e-commerce trading when the company was initiating the "See now, Buy now" revolutionary business model. After 6 months, I moved to a small sized company to have the chance to view end-to-end the business operations of a retail brand and I joined Amanda Wakely as a Merchandising Assistant. After joining Bvlgari in 2017, part of LVMH Maisons, I became the youngest Merchandiser of the brand. I obtained two Best Employee of the Year awards in 2018 and 2019 and got promoted as a Senior Retail Merchandiser, reporting directly to the Managing Director of the UK in 2020. In parallel, I have joined the Professional mentoring scheme of City University, supporting students in their first career steps.