

**Eleni Sotiriou**  
**Managing director**

Eleni Sotiriou is Managing Director of the Thessaloniki Convention Bureau since August 2018. She has served as senior advisor to the Mayor of Thessaloniki (2011 – 2018) focusing on the city's promotion and growth as a prime destination, with the development of a coherent and operational strategic plan. Core initiatives as the public/private sector close collaboration, the Thessaloniki Food Festival and the City Diplomacy road show resulted to greater visibility and awareness of the destination.

She holds an MSc in Economic History from London School of Economics and a BSc in Economics from the Aristotle University of Thessaloniki. She was the co-founder of Wine Plus, an innovative company specializing in wine promotion, gastronomy and oenotourism and worked as a consultant to the Wine Roads of Northern Greece and to the Greek Wine Federation. She has occupied different positions in the private sector in Marketing and Sales.