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# ΚΩΝΣΤΑΝΤΙΝΟΣ ΑΝΔΡΟΥΤΣΟΣ

ACADEMIC ADVISOR  
AT HAU,  
CHIEF MARKETING  
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Konstantinos, who is fascinated by numbers, new technologies and computing engineering, is today the Chief Marketing Officer at ROIX, applying results-oriented and data-driven digital marketing strategies for SMBs & Brands.

Since 2005, he's been working on Digital Marketing, in various digital marketing roles, such as Performance Marketing Lead, Senior Director, Digital Marketing Manager etc. on agencies and brands, while he has managed an ad spend portfolio of more than € 30M

He has participated as a speaker in various international events for digital marketing and technology. Since 2012, he's been teaching digital marketing strategy and performance marketing in various training organizations and colleges, whereas, since 2020, he is the Academic Advisor of the Hellenic American Union's Certificate in Digital Marketing.

He has Bachelor in Applied Informatics in Management and Economics and MSc in Information Technology.