

**LOULA LEFKARITIS**

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**education**

2003 - 2005	<b>HARVARD BUSINESS SCHOOL</b> Master of Business Administration (MBA)	<b>BOSTON, MA, U.S.A</b>
1998 - 1999	<b>IMPERIAL COLLEGE LONDON</b> Master of Science (MSc) in Finance	<b>LONDON, U.K.</b>
1994 - 1997	<b>UNIVERSITY COLLEGE LONDON</b> Bachelor of Science (BSc) in Economics	<b>LONDON, U.K.</b>

**experience**

2015 - Present	<b>EGON ZEHNDER</b> <b>Partner, Consultant – Financial Services</b> Global co-Head Financial Services Global Head of Banking & Markets Leading local, regional and global projects, offering strategic solutions in clients' talent-related requirements. "Solutions" include executive search, management appraisals, executive coaching and development, team/board effectiveness reviews, accelerated integration. Founder of Global Neurodiversity practice and consultant on diversity-enhancing initiatives and programmes to clients, with a special focus on the attraction and retention of diverse talent.	<b>LONDON, U.K.</b>
2011 - 2015	<b>PERSONAL LEAVE</b>	
2005 - 2011 2009 - 2011	<b>YAHOO! EUROPE LTD</b> <b>Director – Head of Direct Response Advertising Marketplace</b> General management of Direct Response ('DR'), i.e. network ad offering, to exceed strategic and financial goals. <ul style="list-style-type: none"><li>Led strategic investment case for the repositioning of DR across Europe. This included market sizing; due diligence on competitive landscape; new players and technological developments therein; a 360 degree assessment of Yahoo!'s position emphasising on expanding the network; pricing. The investment case got direct and immediate approval by Yahoo CEO and became the top priority for Yahoo! Europe in 2010</li><li>Managed DR team and coordinated with in-country DR teams to execute total and country strategy and goals</li><li>Represented DR to global teams, especially those responsible for developing advertising products. To do this, led analyses on market requirements and customer needs and, in turn, presented results on global level</li><li>Coordinated with Sales, Marketing and Product teams on outbound product marketing, focusing on product strategy, value proposition and positioning for each market</li></ul>	<b>LONDON, U.K.</b>
2007 - 2009	<b>Director – Head of Business Management and "Chief of Staff" to the VP of Sales</b> Developed strategy and managed execution across the organisation to exceed revenue and strategic goals. <ul style="list-style-type: none"><li>Managed analyses and implementation of investment cases around geographic and functional expansion for Sales. Led the launch team of a specialized sales channel which was recognised with ultimate Yahoo "Superstars" award</li><li>Partnered with Corporate Development team to identify acquisition opportunities and JVs. Designed sales plan for the Yahoo-Eurosport deal and managed cross-divisional go-to-market team</li><li>Designed optimal Sales organisational structure as part of global cost efficiency program and actively managed resource needs. Redesigned compensation programme, operating procedures and internal rules of engagement with teams</li><li>Designed benchmarking and profitability projects to identify areas of operational improvement and opportunity</li><li>Led project for the re-design of compensation plan and managed Leadership Team approval and implementation</li><li>Partnered with Finance on all Sales financial matters, including budget setting and approval and cost management</li></ul> <b>Line Manager:</b> Direct, day-to-day management responsibility for four teams (23 people in total). <ul style="list-style-type: none"><li><b>Trade Marketing:</b> Delivered and coordinated consistent messaging and communication across all teams with Trade, represented Yahoo in major trade events, managed the budgets to maximise ROI, shared best practices</li><li><b>Training:</b> Delivered the best-skilled salesforce in the market. At the time, this was the most significant Training initiative undertaken in Europe, covering over 500 people. Led the negotiations with external Training vendors</li><li><b>Advertising Product Coordination:</b> Initiated and implemented the bridge between the Sales and product teams to synchronise launch of new products and maximise monetisation</li><li><b>Direct Response Analysts:</b> Optimised the performance-campaigns to maximise monetization</li></ul>	

2005 - 2007	<b>“Chief of Staff” to the SVP of Europe, Dom Vidal</b> General management of the European business, focusing on the CEO’s projects and executing corporate strategy. <ul style="list-style-type: none"> <li>• Conducted extensive analyses on organizational efficiency and managed delivery and implementation</li> <li>• Managed and communicated projects for corporate headquarters around global strategy setting and execution</li> <li>• Led project of merging separate salesforces of Display, Search and Kelkoo, designing the integrated organization, identifying and onboarding sales leaders and analyzing effectiveness and performance</li> <li>• Managed the budget, performance target evaluation and the structure of business plans</li> </ul>	
summer 2004	<b>NBC UNIVERSAL PICTURES INTERNATIONAL</b> <b>Strategy and Business Development Manager – Home Entertainment</b>	<b>LONDON, U.K.</b>
	<ul style="list-style-type: none"> <li>• Reported to the CFO/COO: Conducted analyses and evaluated opportunities on international markets</li> <li>• Interim Manager for the integration of newly-formed Russian operating company: Supervised cross-divisional and geographical team of 22 people. Launched operations on time and within budget</li> </ul>	
2000 - 2003	<b>GOLDMAN SACHS INTERNATIONAL</b>	<b>LONDON, U.K.</b>
2002 - 2003	<b>Associate - Corporate Marketing, Equity Capital Markets</b>	
	<ul style="list-style-type: none"> <li>• Initiated extensive relationships with senior management of top European corporations and advised them on corporate broking and investor relations strategy, conducting in-depth analyses on institutional investing trends</li> <li>• Pitched and won bids for over 80 corporate non-deal roadshows, increasing share price by an average 10%</li> </ul>	
2000 - 2002	<b>Analyst - Pan European Equity Research Sales, Equities</b>	
	<ul style="list-style-type: none"> <li>• Awarded #1 ranking by key institutional clients (Capital AM, Merrill Lynch IM, F&amp;C AM)</li> <li>• Transaction experience with more than \$80b of capital raised</li> </ul>	
<b>personal</b>	Enjoy cinema, traveling, swimming, tennis. Greek (mother tongue); French (proficient); Italian & Spanish (basic).	