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EY Shape the future with confidence

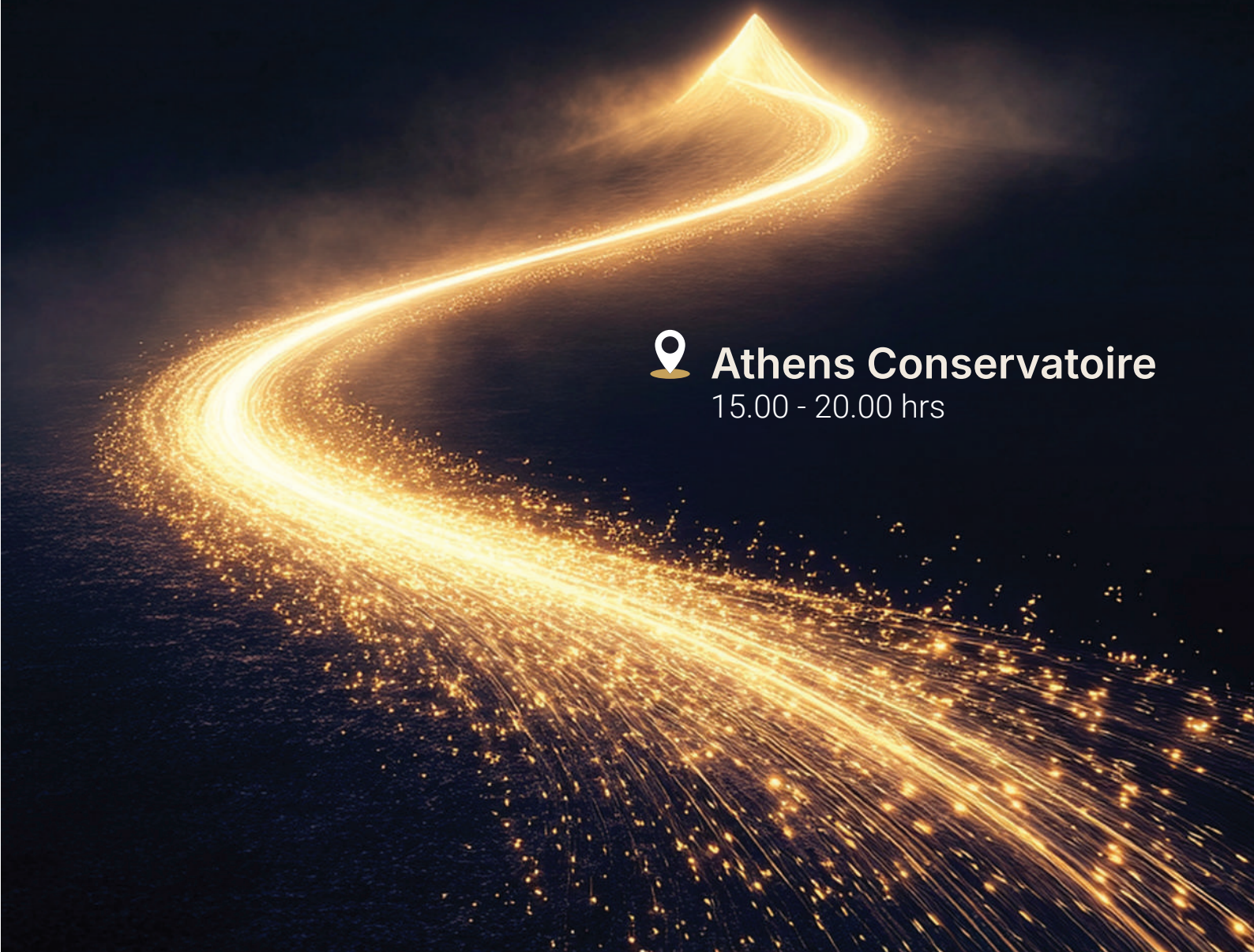
FORUM

NOVEMBER 12
2026

Building your Transformation Journey with *Confidence*

Creating value in a fast-pacing world

A CEO Clubs Greece Forum, curated by EY Greece



Athens Conservatoire
15.00 - 20.00 hrs

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FORUM VISION

Transformation is no longer a project. It is the job.

Every organization represented at this Forum is already changing. The defining question is whether that change is building value or simply using up energy.

The forces reshaping markets no longer arrive one at a time. Geopolitics, the cost of capital, artificial intelligence, shifting customer expectations and the scarcity of talent now move together, and they compound. Strategies that were once set for five years are revisited every quarter. In this environment, confidence does not come from certainty. It comes from clarity of direction, discipline in execution, and the judgment to know which bets truly matter.

Most organizations still run transformation as an initiative with a start and an end. The leaders who will create value in the years ahead treat it as a permanent capability. They connect the moving parts of the business rather than managing them in isolation.

This Forum brings together the CEO community of CEO Clubs Greece and the insight of EY and EY-Parthenon to take that challenge on directly: how to transform with confidence, and how to turn change into lasting value.



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FORUM VISION

Four questions, one argument

Setting the scene: creating value in a fast-moving world
Where is the market heading, and what belongs on the CEO agenda now?
George Papadimitriou and Luca Martini open with the forces reshaping business and the actions leaders can take to create sustainable value amid volatility.

Beyond the core: driving customer growth in an AI world
How do companies keep growing when AI is rewriting how customers discover, choose and stay? This panel explores customer-centricity as the engine of growth.

The Human Advantage: winning the AI era through mindset, skills and work design
If every competitor can access the same AI, where does advantage come from?
This Panel explores how it is earned through mindset, skills and the way work is designed.

Growth and value creation through investments
How is ambition funded? From EU programs and private equity to debt and IPOs, this panel examines how capital choices shape expansion, innovation and long-term value.

Taken together, the sessions make one case. Value in a fast-moving world is created where strategy, customers, people and capital are aligned. Transformation tends to fail at the seams between them. Confidence is built by connecting them.



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FORUM
SPEAKERS

SETTING THE SCENE: CREATING VALUE IN A FAST-MOVING WORLD



George Papadimitriou | *Country Managing Partner, EY Greece*

Georgios Papadimitriou became the Managing Partner in EY Greece effective January 1st 2023. He was born in Athens on December 27, 1975. Additionally, he has held the role of Europe Central Financial Services Leader since July 1, 2025, and has recently taken on the position of Europe Central Client & Industries Leader.

Read More



Luca Martini | *EY-Parthenon EMEIA Emerging Markets Leader*

Luca Martini leads the Strategy practice for EYP in our region. He has 36 years of experience in strategy consulting with focus value creation and inorganic growth. Prior to EY he worked for 20 years at McKinsey and 8 at Accenture. He has broad geographic expertise having spent 7 years in CEE 10 years in Asia and 5 years in Spain and LATAM.

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FORUM
SPEAKERS

PANEL DISCUSSION

BEYOND THE CORE: DRIVING CUSTOMER GROWTH IN AN AI WORLD



Achilleas Arvanitis | *EY Greece Partner, Consulting Services - EY Studio+ Leader in Greece and Europe Central*

Achilleas Arvanitis is a Partner at EY and leads EY Studio+ in Greece and Europe Central. He advises leading organizations and senior executives on growth and transformation, helping them reimagine how they engage with customers, operate and create value in an increasingly technology- and AI-driven world.

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Vicky Koura | *EY Greece Partner, EY Studio+, Marketing, Sales and Service Consulting Practice Leader for Greece & Europe Central*

Vicky Koura is a Partner in EY's Consulting Services practice, leading the Marketing, Sales & Service offering in Greece and Europe Central region. She holds a degree in Mathematics from the Aristotle University of Thessaloniki, graduating with distinction, an MSc in Financial Economics from the University of Oxford, and an Executive MBA from the Athens University of Economics and Business.

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FORUM
SPEAKERS

PANEL DISCUSSION

AI IS EVENLY DISTRIBUTED. ADVANTAGE IS EARNED



Eftichia Kasselaki | *EY Greece Partner, People Consulting Leader – South Europe BU*

Building on the consulting experience she gained at the beginning of her career as an executive in multinational companies, with expertise in Negotiations, Selection, Assessment and the development of leadership teams and culture, and drawing on her experience of multiple transformations from senior management positions in the financial sector, since 2019 she has dedicated herself to providing advisory support to businesses across various sectors of the economy, as well as to Public Sector organizations, placing People at the center.

Read More



Samantha Matsa | *EY Greece Partner, AI & Analytics Centre of Excellence*

Samantha is a Partner at Technology Consulting of EY Greece, specializing in innovative solutions and leading teams of AI experts, data analytics and engineers. Her expertise the last 8 years focuses on People AI & Analytics1; empowering the Employee Lifecycle with AI, GenAI & Analytics solutions to bring value to organizations and strengthen the workforce.

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FORUM
SPEAKERS

PANEL DISCUSSION

GROWTH AND VALUE CREATION THROUGH INVESTMENTS



Nikos Mantzoufas | *EY-Parthenon Associate Partner – EU Policies & Access to EU Funding & Incentives Leader*

Nikos Mantzoufas is Associate Partner at EY Parthenon in Athens, Greece, leading EU Policies & Access to EU Funding & Incentives. With more than 25 years of experience across government, consulting, investment banking, and industry, he specializes in EU funding strategy, public-private partnerships, and large-scale investment programs.

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Nikos Bris | *EY Greece Partner, M&A and Capital & Debt Advisory Leader, EY-Parthenon*

Nikos Bris has more than 25 years of experience spanning various sectors, including four years in corporate and investment banking at a major Greek investment bank, twelve years in risk management at a large systemic bank and eight years in M&A and capital & debt advisory practice in EY.

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FORUM SPEAKERS

PANEL DISCUSSION

GROWTH AND VALUE CREATION THROUGH INVESTMENTS



Sofia Kalomenides | *EY Greece Partner, Assurance Services - Capital Markets Leader, Europe Central*

Sofia has over 35 years experience of auditing companies, and has been engaged as an executive in capital markets transactions for over 23 years. She has a unique professional background bringing together knowledge as signing audit partner on EU and US listed companies and advisor to regional EY clients on IPOs and follow on offerings.

Read More

Moderator

Tassos Iossiphides | *EY Greece Partner, Head of EY-Parthenon in Greece*



Tassos Iossiphides has been a Partner at EY (Ernst & Young) since 2005 and is the Head of EY-Parthenon, the Strategy, Transactions & Corporate Finance Advisory arm for Greece and Southeastern Europe.
Tassos has more than 30 years of experience in providing financial advisory, strategy and transaction services across various industries, with an emphasis on energy, infrastructure and real estate, agrifood, and financial services.

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FORUM AGENDA

15.00 -15.30 REGISTRATION & WELCOME COFFEE

15.30 -16.15 NEWS FROM CEO CLUBS GREECE

16.15 -16.45 SETTING THE SCENE: CREATING VALUE IN A FAST-MOVING WORLD

Speakers

- **George Papadimitriou**
  Country Managing Partner, EY Greece
- **Luca Martini**
  EY-Parthenon EMEIA Emerging Markets Leader

16.45 -17.15 PANEL DISCUSSION

BEYOND THE CORE: DRIVING CUSTOMER GROWTH IN AN AI WORLD

Speakers

- **Achilleas Arvanitis**
  EY Greece Partner
  Consulting Services - EY Studio+ Leader in Greece and Europe Central
- **Vicky Koura**
  EY Greece Partner, EY Studio+, Marketing, Sales and Service Consulting Practice Leader for Greece & Europe Central

17.15 -18.00 NETWORKING BREAK



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FORUM AGENDA

18.00 -18.30 **PANEL DISCUSSION**

AI IS EVENLY DISTRIBUTED. ADVANTAGE IS EARNED

The Human Advantage: Winning the AI Era through Mindset, Skills and Work Design

Speakers

- **Eftichia Kasselaki**
  EY Greece Partner, People Consulting Leader – South Europe BU
- **Samantha Matsa**
  EY Greece Partner, AI & Analytics Centre of Excellence

18.30 -19.00 **PANEL DISCUSSION**

GROWTH AND VALUE CREATION THROUGH INVESTMENTS

Speakers

- **Nikos Mantzoufas**
  EY-Parthenon Associate Partner – EU Policies & Access to EU Funding & Incentives Leader
- **Nikos Bris**
  EY Greece Partner, M&A and Capital & Debt Advisory Leader, EY-Parthenon
- **Sofia Kalomenides**
  EY Greece Partner, Assurance Services - Capital Markets Leader, Europe Central

Moderator

Tassos Iossiphides
EY Greece Partner, Head of EY-Parthenon in Greece

19.00 -20.00 **COCKTAIL RECEPTION**



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