

Natasha Covas-Kneiss

CEO, ELTRAK GROUP

"Lead with calm, aim with clarity, act with purpose, and sustain with discipline"

Natasha Covas-Kneiss is a 1996 Harvard University graduate and a 1992 Athens College graduate. She has worked as Business Analyst with Deloitte & Touche Management Consulting in New York and as Group Product Manager with Violex-BiC S.A. In 2000 she joined the ELTRAK Group becoming a member of the Board of Directors and CEO of one of the Group's subsidiary companies.

In 2019 she became CEO of the parent company, ELTRAK S.A. Since then, the company has added new brands to its portfolio and had record financial performance. She is leading through change continuously raising the bar for herself and her team, striving to offer a superior customer experience and cultivating a culture of employee development, corporate responsibility and sustainability.

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THE STORY
BEHIND THE QUOTE

When words become beacons and mirrors

Chapter II