Transformational Journeys

The Good, the Bad and the Ugly

About Philios Andreou



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Ph.D. – Deputy CEO, **BTS Group**

Philios Andreou is the Deputy CEO and President of Other Markets for BTS Group, a leading consulting firm focusing on transformation and strategy execution through people, headquartered in Stockholm, Sweden. For 40 years, BTS has helped clients accelerate strategic alignment and build the capabilities to thrive. Philios oversees one of the geographical regions of the company, managing 18 offices across Europe, Asia, Africa, and the Middle East.

Philios has over 30 years of experience in strategy and consulting, he holds a Master's in Management and a Ph.D. in Consumer Psychology. He has partnered with numerous companies and executive teams in various sectors all over the world, assisting them to achieve outstanding business results, with a special focus on Banking, Services, and Luxury.

His passion lies in helping organizations accelerate strategy execution and build their leadership capabilities. He has published numerous articles, interviews, and viewpoints in financial press globally and has delivered keynotes on strategy, transformation, and leadership at congresses and specialized events.