Building your Transformation Journey with *Confidence*

Creating value in a fast-pacing world

FORUM
SPEAKERS



EFTICHIA KASSELAKI

EY Greece Partner, People Consulting Leader – South Europe BU

Eftichia Kasselaki is a Partner at EY, Head of EY Private, and also Head of Organization, Change Management and Human Resources Consulting Services, as well as an advisor on Transformation matters.

Having built an extensive career in C-level executive roles in the financial sector, during her 20-year career in banking she led multiple acquisitions and transformations of organizational models, culture and executive teams across countries in Southeastern Europe. Most recently, in her capacity as Senior General Manager, she led the transformation of Retail Banking, Sales Networks and Digital Banking, with P&L responsibility for 5 million customers and 8,500 employees.

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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.

She supports management teams in their organizational transformation, based on the new business models required and developments in technology, as well as in leadership development and the management of change and culture, with an emphasis on Wellbeing at organizational, team and individual level. Her areas of focus also include succession planning, the functioning of Boards of Directors & Corporate Governance, performance management and remuneration design.

She studied Psychology at the National and Kapodistrian University of Athens and holds a postgraduate degree in Organizational Analysis & Behaviour from Lancaster Business School.

She has received specialized training in Mini Corporate International MBA, Executive Directors / Corporate Governance, Executive Coaching & Coaching for Change, Transformational Leadership and ESG Academy.



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