Building your Transformation Journey with *Confidence*

Creating value in a fast-pacing world

FORUM
SPEAKERS



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. She has also completed a Professional Development Program in Advanced Business Strategy at Harvard Extension School in Boston. She has extensive experience in customer-centric transformation, with strong expertise in designing and executing marketing, sales and service strategies. She is leading cross-industry transformations that leverage customer insight, commercial excellence and digital innovation to deliver measurable business impact.

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