

Leadership on the Scale:

Who can you help people become?

Nov 14
2024
FORUM

George **KARAKOUSIS**

Deputy CEO, PPC Group



George Karakousis is a commercial leader with significant experience in building innovative products and services with a customer-first approach. He has successfully designed and implemented the commercial strategy for large corporations in Greece and the UK and has led significant commercial transformation projects.

Over the past twenty years he has held commercial roles of increasing responsibility in companies such as Forthnet and Wind Hellas, successfully introducing new products and services. In the UK he was responsible for Talk Talk's product portfolio re-design, while in British Telecoms (BT) he was at the helm of the biggest service transformation project for over nine million customers. In addition, he has undertaken consulting work on product and proposition design for technology start-ups. He is currently the Deputy CEO of PPC in Greece, leading one of the biggest commercial transformations in the country.

He holds an Electrical & Computer Engineering degree from the National Technical University of Athens, a master's degree (MSc) from Imperial College London and an MBA from ALBA Graduate Business School.



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