

Leadership on the Scale:

Who can you help people become?

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FORUM

Kostas **LOUKAS**

Regional General Manager of Government,
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Kostas Loukas is the Regional General Manager of Government for Microsoft Europe, Middle East & Africa (EMEA), a role he has held since December 2023. As part of the Microsoft EMEA Leadership Team, Kostas plays a key role in shaping strategies for government industry transformation across the region. His focus is on fostering relationships with government stakeholders and driving digital innovation through a combination of AI and Microsoft Cloud technologies.

With over 25 years of experience, Kostas has worked for renowned companies like Procter & Gamble, Coca-Cola, and Microsoft. His career began in 1999 at Procter & Gamble in Greece, where he worked in finance. In 2002, he moved to The Coca-Cola Company, leading commercial finance for Greece, Cyprus, and Israel. Kostas joined Microsoft Greece in 2005 as CFO, later becoming the subsidiary's Marketing and Operations Director.

His leadership extended to roles in Cyprus, Malta, and Romania, where he served as Country Manager and CEO, driving digital transformation and expanding Microsoft's influence. Kostas was voted and served as the Vice-President of the American Chamber of Commerce in Romania for three consecutive years. As General Manager of Public Sector for Microsoft CEE, he collaborated with 34 governments to achieve economic growth and sustainable governance. Between 2021 and 2023, he was General Manager of Enterprise for Microsoft CEE and South East Europe.

Kostas holds degrees from the University of Athens, the London School of Economics, and INSEAD. He is committed to leveraging technology to empower governments and citizens across EMEA.



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