

# VASILIS (BILL) XANTHIS

Based in Athens, Greece

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## **EXECUTIVE PROFILE**

Senior communications and operations expert with a strong track record in strategic communications consulting, corporate reputation and integrated marketing. Experienced in overseeing diverse client portfolios across multiple sectors—F&B, cosmetics, shipping, retail, fashion, entertainment, arts and business—and orchestrating delivery across internal teams and external partners, ensuring governance, consistency and measurable impact at pace. Combines strategic judgement with hands-on execution, from high-profile events and integrated campaigns to executive positioning, media engagement and AI-enabled communications and marketing workflows. Trusted in reputation-sensitive moments, with a proven ability to mobilize stakeholders quickly, shape clear messaging and manage rapid-response communications when timelines are tight and scrutiny is high.

## **CORE COMPETENCIES**

- Communications & Reputation: Corporate communications, reputation management, crisis communications, media relations, executive communications
- Marketing & Partnerships: Integrated marketing, brand strategy, product launches, sponsorship activation, influencer marketing programs, event marketing
- Digital, AI & Insights: Digital strategy, generative AI applications, AI-enabled marketing and content workflows, campaign coordination, market research and focus groups
- Client Service & Growth: Portfolio leadership, stakeholder management, renewals/retention, upsell, performance reporting, issue escalation
- Operations & Delivery: Operational planning, delivery governance, resource coordination, budgeting, compliance, risk management, vendor management, KPI reporting

## **PROFESSIONAL EXPERIENCE**

### **PROGRESSIVE COSMOS – Strategic Communication Consulting — Athens, Greece** ***Chief Operating Officer (COO) | Mar 2025 – Present***

- Coordinate cross-functional teams and external vendors, ensuring stakeholder alignment and proactive issue management.
- Lead day-to-day operations across client service, project delivery, budgeting and governance for a diverse account portfolio.
- Lead the end-to-end delivery of major business, entertainment and arts events, overseeing vendor selection, coordination and production compliance.

### **PROGRESSIVE COSMOS – Strategic Communication Consulting — Athens, Greece** ***Client Service Director | Mar 2024 – Mar 2025***

- Owned senior account leadership across strategic communications, corporate communications, media relations and internal communications workstreams.
- Retained key accounts and protected delivery quality through structured planning, stakeholder alignment, and escalation management.
- Led integrated programs and executive-level reporting, ensuring clear KPIs, timelines, and accountability across teams.

**PROGRESSIVE COSMOS – Strategic Communication Consulting — Athens, Greece**  
***Special Projects Director | Mar 2023 – May 2024***

- Directed high-visibility special projects and launches, coordinating strategy, media, creative and digital workstreams for on-time execution.
- Supported crisis communications and reputation work, aligning internal response immediately and external communications within a tight time frame as required.

**PROGRESSIVE COSMOS – Strategic Communication Consulting — Athens, Greece**  
***Media & New Media Director | May 2022 – Mar 2023***

- Led media relations (paid and earned), digital and new media programs, aligning content strategy and channel execution with broader communications and brand objectives (both ATL and BTL programs).
- Owned planning and reporting for ongoing social/digital programs, ensuring consistent delivery and performance tracking.

**PROGRESSIVE COSMOS – Strategic Communication Consulting — Athens, Greece**  
***Media & New Media Manager | Jan 2017 – May 2022***

- Managed media relations (paid and earned), digital content development and social media communications across multiple client accounts and timelines.
- Supported integrated both ATL and BTL campaigns through coordination, reporting, and measurement of performance indicators.

**PROGRESSIVE COSMOS – Strategic Communication Consulting — Athens, Greece**  
***Junior Account Executive (Reputation Management) | Jun 2013 – Jan 2017***

- Supported account management, media relations and campaign execution; coordinated deliverables, timelines and client reporting.
- Contributed to research activities and digital content development supporting communications planning.

**Earlier experience:** Reputation Management Trainee, Progressive Cosmos (Mar 2013 – Jun 2013).

**EDUCATION**

Athens University of Economics and Business (AUEB) — Department of Management Science and Technology  
Business Management

**SELECTED EXECUTIVE EDUCATION & CERTIFICATIONS**

- [AI-Powered Digital Marketer](#)  
Workearly | Issued Jun 2026
- [Generative AI for SME Digitalisation](#)  
UCERT Greece | Issued Jun 2026
- [AI School](#)  
Workearly | Issued Jan 2026
- [Professional Diploma in Digital Marketing, Sponsorship and Communication in Sports](#)  
Barça Innovation Hub | Issued May 2025
- [Advanced Diploma in Innovation, Digital Transformation & General Management](#)  
Institute of Management, Technology and Finance | Issued Sep 2024
- [Professional Diploma in Project Management](#)  
Institute of Management, Technology and Finance | Issued Sep 2024
- [Professional Diploma in Corporate Management](#)  
Institute of Management, Technology and Finance | Issued Aug 2024
- [Professional Certificate in Marketing and Advertising](#)  
Institute of Management, Technology and Finance | Issued Aug 2024

- [Reputation Management](#)  
SkillsBooster | Digital Marketing Academy | Issued Aug 2024
- [Samsung Innovation Campus: Upskilling Digitally](#)  
Athens University of Economics and Business | Issued Oct 2022
- [Economics of Blockchain: An Introduction to Cryptocurrencies](#)  
Panteion University of Social and Political Sciences | Issued Jun 2022
- [Fundamentals of Digital Marketing](#)  
Google | Issued Oct 2021

## **TOOLS**

Meta Business Suite / Ads Manager | Mailchimp | Microsoft Office (Excel, PowerPoint, Word) | Google Workspace | Dropbox | Windows | macOS | Adobe Suite (Photoshop, Premiere Pro) | Canva | Capcut

## **PROFESSIONAL ATTRIBUTES**

Ownership & accountability (*end-to-end delivery*) | Attention to detail (*quality control & governance*) | Calm under pressure (*time-sensitive, reputation-critical situations*) | Stakeholder management (*executive alignment*) | Prioritization (*multi-stream environments*) | Integrity & discretion (*confidential, high-trust work*)

## **LANGUAGES**

Greek (Native/Bilingual) | English (C2) | French (Elementary)