



## **Alexandra Thoma**

21 Misaraliotou Str,  
Athens Greece  
GR 11742

M: +30 6947 555 022

E: [alexandrathomas2@hotmail.com](mailto:alexandrathomas2@hotmail.com)

*A self-motivated business development professional, with extensive experience in international sales and key account management.*

### WORK EXPERIENCE

#### **ICARUS Sports Video Production & Media Distribution**

##### **Head of Media & Key Account Manager**

**December 2019 - Today**

Establishing strong, long-term media distribution partnerships with key accounts, while expanding the company's global network of media and digital outlets, as head of the company's media sales & distribution team.

- Preparing tailor-made media distribution proposals and presentations for evaluation from existing and potential partners and sponsors.
- Managing key accounts, both through day-to-day communication, and by delivering monthly reporting of the services offered; notable clients managed: [Race to the Planet](#) , [Extreme E](#) , [E-xplorer](#)
- Negotiating multi-year license agreements for the distribution of TV rights with an international network of media partners, from traditional broadcasters (i.e. BT Sports), to online platforms (i.e. Discovery).
- Performing marketing research, identifying new markets & developing sales strategies.
- Assisting in developing and improving internal pricing algorithms to maximize the company's revenues and improve cost efficiency.

#### **LALIZAS S.A. Group of companies**

##### **Marine & Safety Equipment Manufacturer**

###### **Maritime Sales Supervisor**

**Jan 2012 – Jan 2017**

Performed marketing research, defined yearly sales plans, lead and supervised performance of four sales account managers, aiming to achieve sales targets and the company's short and long-term objectives.

- Planned, prepared and assigned an annual sales plan to the account managers under supervision.
- Supervising sales team in establishing business relationships with various partners in the maritime industry such as shipping companies, ship suppliers and shipyards.
- Cooperated with higher management to allocate new business opportunities by studying and assessing industry's requirements in lifesaving equipment regulations.
- Represented the company by participating in maritime exhibitions and conferences.

###### **Achievements:**

- Received an award for outstanding contribution in December 2016

#### **LALIZAS S.A.**

##### **Marine & Safety Equipment Manufacturer**

###### **Sales Account Manager**

**2009 - 2012**

Account manager responsible for leads in the Shipping, Shipbuilding and Offshore Oil & Gas Industry.

Shipbuilding and Offshore Oil & Gas Industry.

- Maintained strong professional relationships with existing clientele by allocating needs and achieving an increase in the product range sold, on a per customer basis.
- Researched, identified, prepared documentation, and participated in national & international commissioning tenders for the supply of lifesaving equipment.
- Sales trips in targeted countries of S. E. Asia to meet with clients in shipbuilding and participate in maritime exhibitions.

#### ***EUROBANK EFG S.A.***

**Retail Banking**

**2008 - 2009**

Serviced clients and provided efficient information in retail banking products, relevant retail activities, as well as resolved day to day transactions and issues through customer oriented approaches.

- Customer Service – Greeter
- Teller
- Regular occupation in further sectors such as investments & consumer lending products. (Mortgage loans, credit cards, corporate financing)

#### ***BOUTIQUE HOTEL DAFNOUDI***

*Fiskardo, Kefalonia*

**Reception & Front-office coordinator**

**2006 – 2007**

- Completed and monitored online reservations.
- Was responsible for greeting and welcoming guests in the hotel.
- Interacted daily with the hotel's personnel and clients, overseeing various issues.

#### ***2004 Summer Paralympic Games***

***Volunteer in the closing ceremony***

**2004**

- Was trained and worked as a volunteer in the section of welcoming and public relations services in the closing ceremony.

#### **ACADEMIC BACKGROUND**

***University of Piraeus***

**2003 - 2007**

Diploma (Hons) in Business Administration with orientation in management

*Excelled in: Environmental Economics, Supply Chain Management, and Competitive Marketing Strategies.*

*Grade Scale: Very Good*

Awards: "Ideas in Entrepreneurship"

Accepted award by the University of Piraeus for original idea and business plan, during last semester of BA degree.

#### **PERSONAL SKILLS & OTHER**

- Results Oriented, Troubleshooting, Self-motivated, Strong Business Ethics, Team Player,
- English (native), French (basic)

#### **INTERESTS**

Travelling, Music, Sports, Reading