

George Frangakis, Head of Performance Marketing ForestView

With inside knowledge of cross channel marketing and several gaming campaigns with ForestView, George is a strategically inclined individual and a true representative of 360-integrated marketing. It is only natural that this approach would take into account outbound and inbound marketing techniques within a digital environment. Starting from sales and direct marketing in the UK he moved back to Greece during the end of the "dot.com boom" and worked on internet and mobile marketing projects with Upstream.

He then moved on to advertising as Business Development Director & Strategic Advisor for the DDB Group. With experience on major projects like the launch of Tellas (Telecoms) he also worked on the development of DDB's network in the South East Europe. As a result, he then moved on to Romania and later became head of the DDB Belgrade office. It was about then, he decided to return to Greece and set up his own activities in the field of entertainment marketing with major clients like Coca Cola. Three years later he sets up a 3D digital services unit for JNL Advertising and takes them on a foray to Dubai.

Well-equipped, he then joins MTV as Head of Marketing & Business Development and helps reposition the channel's closer to local clients and audience alike. With continuous digital exposure and having kick started several interactive projects at MTV, he comes full circle and moves back into the online sector with ForestView. Taking into account the latest developments in performance marketing he considers it the cutting edge, of today's marketing. As a result he is a frequent guest speaker to several marketing and digital conferences.