

Markos Katsoulakis
Engagement Manager, Greece & South Europe, IMS Health

Markos joined IMS Health in early 2010 as the Head of Management Consulting for Greece. His main expertise areas are market-entry and portfolio strategies, M&A target screening, salesforce effectiveness, physician profiling-segmentation-targeting, salesforce re-organization and right-sizing as well as incentive and compensation schemes.

Markos has more than 12 years of work experience with large multinationals on growth strategies, salesforce effectiveness, route-to-market, brand management, business planning, demand forecasting and pricing. His experience gathered in Pharmaceuticals, FMCG, Retail and Transportation sectors. He has worked for almost four years with BCG leading assignments in Pharmaceuticals and Consumer Goods industries in Greece, South Eastern Europe and the MENA region. Markos has also worked several years with Procter & Gamble, Nestlé, Royal Caribbean Cruises and FedEx in USA and Greece in project and marketing management positions.

Markos' academic background includes an MBA and an MSc in Industrial Engineering from Georgia Institute of Technology in USA while his undergraduate degree was in Mechanical Engineering from National Technical University of Athens. His mother tongue is Greek, he is fluent in English and has good understanding of Spanish and French.