



George Fasoulakis

HEAD OF OPERATIONS & SALES · PIONEER OF AUTONOMOUS RETAIL

"I don't just manage retail networks – I build the future of how people shop."

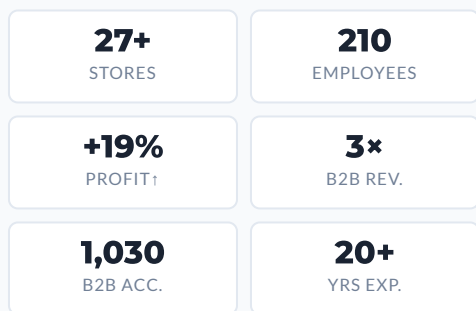
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IMPACT NUMBERS



CORE SKILLS



EXPERTISE

- Autonomous Retail
- Omnichannel
- SOPs Design
- Frictionless Tech
- Supply Chain
- Franchise Ops
- Revenue Growth
- KPI Dashboards
- HR & Payroll
- Generative AI
- ISO / HACCP
- Tourism Audit

LANGUAGES

- Ελληνικά **Native**
- English **Professional**

LEADERSHIP PROGRAM

PROFESSIONAL SUMMARY

Senior executive with 20+ years of proven results in retail operations, B2B commercial development, procurement, and organizational leadership. Pioneer of Greece's first autonomous convenience store ecosystem (Motor Oil Group). Track record of scaling national networks, tripling revenue, building high-performance teams and managing complex supply chains – combining data-driven execution with a coach's leadership approach, backed by a 2-year corporate executive program (Avocado, 2024–2026).

EXPERIENCE

Head of Operations & Sales Jan 2025 – Present

CORE INNOVATIONS S.A. (Motor Oil Group) · Smartshops & Twenty4Shopen · Athens

- Spearheaded Greece's first autonomous convenience store – end-to-end execution with frictionless technology.
- Directing operational strategy & commercial performance across 27 nationwide stores.
- Leading 210 employees across Greece – high-performance culture & human capital development.
- Implemented comprehensive nationwide SOPs reducing costs while driving consistent sales growth.

FIRST IN GREECE **210 PEOPLE** **27 STORES**

Retail Network Operations Manager May 2023 – Jan 2025

CORE INNOVATIONS S.A. (Motor Oil Group) · Smartshops · Athens

- Designed and deployed role-specific training programs; modernized workflows to support rapid regional expansion.
- Championed internal promotions and workforce development initiatives across the growing retail network.

Network Account Manager Dec 2022 – May 2023

CORE INNOVATIONS S.A. (Motor Oil Group) · Athens

- Launched the first two pilot stores of the group's retail model, achieving break-even performance.
- Authored the initial store operations manual and optimized product-service alignment.

Chief Operating & Commercial Officer Sep 2021 – Dec 2022

i-mall micro market · Athens

- Successfully launched Greece's first fully autonomous retail store – concept to daily operations.
- Full P&L accountability, pricing strategy & seamless customer experience design.

★ 2-YEAR CORPORATE PROGRAM · 2024-2026

Executive Leadership & High-Performance Management

Corporate program by **Avocado** — strategic leadership, high-performance team management & executive decision-making.

CERTIFICATIONS

Generative AI for Business Leaders

LinkedIn Learning · 2024

Operations Strategy for Business

LinkedIn Learning

Business Development: Strategic Planning

LinkedIn Learning · 2019

Strategic Leadership: Intelligent Disobedience

LinkedIn Learning

Communication Tips

LinkedIn Learning · 2015

Omnichannel Commercial Director

Mar 2019 - Dec 2021

Mouhalis Group · Kioskys Convenience Stores & e-kioskys · Greece

- Managed 54 physical + 15 dark stores — achieved +19% profitability increase.
- Led commercial development of e-kioskys digital platform during the pandemic.
- Negotiated corporate partnerships generating ~€600K/year recurring revenue.

📈 +19% PROFIT 🏠 €600K/YEAR

Director of Business Development

Dec 2017 - Mar 2019

MEDIA STROM · Athens

- Launched new B2B product lines in manufacturing; expanded client base by +10%.
- Built C-level relationships; increased proposal win rates via consultative approach.

Senior B2B Sales Manager

Nov 2013 - Dec 2017

COCO-MAT · Greece

- Expanded corporate portfolio from 254 → 1,030 accounts.
- Tripled annual B2B revenue from €300K → €900K in 4 years.
- Developed commercial packages for hotels, vacation rentals & architectural firms.

💰 €300K → €900K 🏠 1,030 ACCOUNTS

Commercial Director

Sep 2010 - Sep 2013

Creta Interclinic · Greece

- Increased revenue by +22% via insurance partnerships & B2C product innovation.
- Designed age-based check-up packages; reduced service costs by 17% via repricing.
- Developed clinic audit systems and expanded EOPYY collaboration.

Procurement Manager

May 2006 - Sep 2010

Biocreta · Heraklion

- Managed 32 suppliers and 10,000 SKUs; implemented ISO & HACCP for public tenders.
- Achieved +35% revenue increase via cost reductions and supplier optimization.

📦 10,000 SKUs 📈 +35% REVENUE

Project Manager

Apr 2008 - Mar 2010

Ministry of Tourism · Crete, Greece

- Led team for hotel audits across Crete; trained staff and delivered official evaluation report.
- Ensured compliance with national tourism criteria and ranking methodology.



EDUCATION

2000-2004 **Business Administration & Management**
Technological Educational Institute of Crete

2024-2026 **2-Year Executive Leadership & High-Performance Management Program**
Avocado — Corporate Leadership Development

2013-2015 **Basketball Coaching Degree**
General Secretariat of Sports