

GEORGE FASOULAKIS

RETAIL OPERATIONS, COMMERCIAL & TRANSFORMATION DIRECTOR

Athens, Greece | +30 6932 030 847 | giorgosfas@gmail.com | linkedin.com/in/georgiosfasoulakis

20+	€31M	37	256	€15M	+9.5%
YEARS	P&L	STORES	EMPLOYEES	CAPEX	SALES GROWTH

EXECUTIVE PROFILE

Senior Retail, Commercial and Operations Executive with more than 20 years of leadership experience across retail operations, business development, commercial strategy, procurement, supply chain and organizational transformation. Currently leading a **€31M convenience retail business** for Motor Oil Group with **37 company-operated stores**, **256 employees**, 35 store managers, 6 area managers, 5 HQ direct reports and oversight of approximately **€15M annual CAPEX**, reporting directly to the CEO.

Leader behind the development and commercialization of Greece's first autonomous convenience retail ecosystem. Proven record of scaling retail networks, integrating acquired businesses, delivering measurable P&L improvement, building high-performance teams and combining data-driven execution with a coach's leadership mindset.

CORE COMPETENCIES

Retail Operations & Store Network Leadership	Commercial Strategy & P&L Management
Digital Transformation & Autonomous Retail	Post-Merger Integration & Governance
Business Development & B2B Sales	Procurement, Supply Chain & Category Management
SOP Design, KPI Dashboards & Performance Management	HR Leadership, Coaching & Talent Development

PROFESSIONAL EXPERIENCE

Retail Operations, Commercial & Transformation Director (Jan 2025 – Present)

Core Innovations S.A. (Motor Oil Group) · Smartshops & Twenty4Shopen · Athens

- Full responsibility for a €31M convenience retail business: 37 company-operated stores, 256 employees, 35 store managers, 6 area managers and 5 HQ direct reports, reporting directly to the CEO.
- Co-shape annual budget, business strategy and investment decisions, with oversight of approximately €15M annual CAPEX.
- Delivered +9.5% sales growth, +7.5% EBITDA improvement and –9.8% labor cost while continuing network expansion.
- Led post-acquisition integration of two retail businesses into a unified operating platform with shared governance, SOPs and performance management.
- Increased organizational capacity by +25% and achieved a 22% internal promotion rate through structured talent development.
- Leader behind the development and commercialization of Greece's first autonomous convenience retail ecosystem.

Retail Network Operations Manager (May 2023 – Jan 2025)

Core Innovations S.A. (Motor Oil Group) · Smartshops · Athens

- Designed and deployed role-specific training programs and modernized workflows to support rapid regional expansion.
- Championed internal promotions and workforce development 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 from concept to daily operations.
- Held full P&L accountability, pricing strategy ownership and seamless customer experience design.

Omnichannel Commercial Director (Mar 2019 – Dec 2021)

Mouhalis Group · Kiosks & e-kiosks · Greece

- Full commercial responsibility for a €69M network: 54 physical stores, 15 dark stores and 364 employees.
- Delivered +19% profitability improvement through category, pricing and promotional optimization.
- Negotiated corporate partnerships generating approximately €600K recurring annual revenue and supported omnichannel transformation.

Director of Business Development (Dec 2017 – Mar 2019)

Media Strom · Athens

- Launched new B2B product lines in manufacturing and expanded the client base by 10%.
- Built C-level relationships and increased proposal win rates through a consultative approach.

Senior B2B Sales Manager (Nov 2013 – Dec 2017)

COCO-MAT · Greece

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

Commercial Director (Sep 2010 – Sep 2013)

Creta Interclinic · Greece

- Increased revenue by 22% through insurance partnerships and B2C product innovation.
- Designed age-based check-up packages and reduced service costs by 17% through repricing.

Project Manager (Apr 2008 – Mar 2010)

Ministry of Tourism · Crete, Greece

- Led hotel audit teams across Crete, trained staff and delivered the official evaluation report.
- Ensured compliance with national tourism criteria and ranking methodology.

Procurement Manager (May 2006 – Sep 2010)

Biocreta · Heraklion

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

SIGNATURE DELIVERABLES

- **Autonomous Store:** Designed and launched Greece's first 24/7 cashier-less convenience store with computer-vision checkout, remote supervision and a redesigned customer journey.
- **Post-Merger Integration:** Integrated two acquired retail businesses into one operating platform, aligning governance, SOPs, KPI framework and commercial model.
- **Fast-Track Refit:** Ran a 7+1 day renovation playbook covering civil works, branding, equipment and reopening, contributing to 54 store openings delivered.
- **People & HR:** Built the full HR operating model for a 256-person retail network; led recruitment, onboarding, payroll, performance, retention and succession.
- **Digital Employee Card:** Rolled out paperless workforce operations with real-time attendance across 37 stores, payroll integration and faster onboarding.

EDUCATION & EXECUTIVE DEVELOPMENT

Business Administration & Management · Technological Educational Institute of Crete

Executive Leadership & High-Performance Management Program · 2024-2026

CERTIFICATIONS

Generative AI for Business Leaders · Operations Strategy for Business · Business Development: Strategic Planning · Strategic Leadership · Executive Communication

LANGUAGES

Greek – Native | English – Professional Working Proficiency