

OBJECTIVE

To lead teams that drive change and achieve measurable results in their field.

EXECUTIVE SUMMARY

Highly skilled professional with a versatile understanding of business sectors, blending financial acumen with technical expertise to spearhead digital transformation initiatives. Proven track record in business analysis, strategic planning, project management, and automation. A problem solver who leverages data insights to drive innovation and optimize processes. Strong communicator and motivator, adept at leading change and inspiring teams towards organizational goals while fostering meaningful connections and effortlessly expanding networks.

SKILLS & COMPETENCIES

- Business Analysis
- Project Management and Strategic Planning
- Digital Transformation and Automation
- Expert in Generative AI tools
- Data Analysis, Interpretation, Visualization, Reporting
- Financial Acumen
- Quick Learner and up to date
- Strong Networking and Relationship Building
- Excellent Communication and Presentation Skills
- Innovative and Resourceful
- Critical Reasoning
- Leadership and Change Management
- Perseverance and Self-motivation
- Detail Oriented

PROFESSIONAL EXPERIENCE

Managerial Experience:

TELUS Communications, Montreal, Canada

11/2020 – present

Business Consultant, TELUS Business Solutions, Digital Transformation

Engage with provincial government entities to implement and tailor proprietary software, streamlining bill presentation and analysis processes. Collaborate with teams to craft and execute the billing strategy, engaging both internal and external stakeholders. Acted as the Billing SME in multiple RFPs and interfaced directly with esteemed business clientele. Guided frontline agents through change management procedures and software adoption. Continuously pioneer various task automations, resulting in substantial time savings and error reduction for stakeholders, ensuring the timely delivery of outcomes to customers. Provide strategic guidance to project teams overseeing transformative billing initiatives, enhancing the overall customer journey. Empower teams through automation and the utilization of Generative AI, driving efficiency gains. Conceptualize and present AI Roadmap projects for ServiceNow's End-to-End Service Management team, advocating for adoption at the Leadership level.

Ares Foods, Montreal, Canada

10/2019 – 04/2020

Senior Manager Strategy, Digital Transformation

Outlined the strategic digital transformation journey for the company, leveraging strong communication and presentation skills. Conducted thorough analysis of operational and organizational needs. Innovatively redesigned multiple business processes, implementing cutting-edge monitoring tools to drive efficiency. Developed and automated comprehensive monitoring dashboards with clear KPIs. Facilitated management training sessions on dashboard utilization and operational performance monitoring. Created client financial x-rays to proactively address churn and reduce overdue accounts. Collaborated with ERP provider on implementation changes. Pioneered a prototype AI sales prediction model to enhance cross-selling and up-selling.

DIMITRIOS KATSAOUNIS, B. Sc., M. Sc.

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Alpha Bank S.A., Athens, Greece

03/2000 – 1/2015

Deputy Manager, Head of Personal Banking, Asset Gathering Division

Conceptualized, designed, and implemented a new approach to customer service for the Bank's Mass Affluent client segment. The goal was to increase customer loyalty, obtain a bigger share of wallet, minimize customer churn, while at the same time increasing profitability per customer. The Digital Transformation achieved through this program continues to benefit the relationships the bank builds with its Mass Affluent clients.

During the design, testing, and deployment phase I served as a **Lead Project Manager**

- Analyzed along with **McKinsey & Company** the business needs and identified industry's best practices.
- Translated necessary business processes to system requirements for IT implementation.
- Designed intelligent dashboards to monitor project progress, avoid bottlenecks and suggest improvements.
- Resolved issues, prioritized concerns, overcome stalls, and aligned teams on a regular basis.
- Supported the phased deployment, oversaw QA tests, and authorized implementation of new processes.

Upon full deployment, I was appointed **Head of Personal Banking**

- Accountable for the strategic roadmap of the Personal Banking in a matrix-organization and responsible for successfully driving the organizational change.
- Managed and coached a team of 8 Product Developers and 16 Sales Team Leaders
- Accountable for the profitability of the Personal Banking service and the choice of product offering
- Regularly, coordinated business analytics tasks and served as liaison between IT and other business units.
- Created ongoing partnerships with other senior staff to identify new opportunities and set SMART goals.
- Analyzed customer data and banking behavior and achieved a more targeted marketing approach.
- Performed advanced financial modeling of Bank's funding cost and other relevant business analyses.
- Analyzed product sales data and discovered insights that helped improve product design.
- Automated ETL of raw data and created dashboards with valuable KPIs for the Retail GM during crisis time.
- Communicated findings and suggested course of action to Executive Team, CFO, COO and Retail GM
- Designed, presented, and launched an innovative Time-Deposit product that helped increase market share while decreasing funding cost in the long run.

*Since 1995 and prior to heading the above program in **Alpha Bank**, I have held the positions of **Private Banker** at **Alpha Bank** and **Foreign Exchange Dealer** at **American Express** and **Eurobank SA**, greatly enhancing my financial acumen.*

Other Experience:

Business Consultant on Strategy and IT – Montreal, Canada

09/2015 – present

Freelance – Small businesses.

Assisted small businesses take full advantage of available resources to improve and automate their processes. Used data to reconfigure workflows and devise KPIs and dashboards to meet business needs such as monitoring the operational performance, increase customer acquisition, and minimize customer churn. Implemented solutions for OPEX reduction, profitability measurement, and staff training.

Major projects include:

- *Designed a portal for drafting quotes for industrial Shelf Manufacturing Business*
- *Business Intelligence system for Real Estate Broker*
- *CRM Service and Marketing Strategy for Automotive Service Station with the use of Google Suite*
- *Redesigned and Automated data processing for Transportation Consultant speeding completion by 12 days*

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Rtings.com – Montreal, Canada

02/2018 – 01/2020

Technical Writer

Wrote reviews for Televisions, Monitors, Soundbars, and other technology. Recommended several business process improvements and efficiency monitoring, within the company. Compiled buying recommendations and articulated the understanding of cutting-edge technology. Several of my reviews and articles remain Top performers in Google search and are featured on *Forbes.com*.

Sun Life Financial – Montreal, Canada

09/2016 – 02/2018

Financial Security Advisor & Mutual Funds Representative

Provided personalized financial advisory services to clients aligned with their specific financial objectives. Developed comprehensive roadmaps and executed tailored insurance and investment strategies. Deliberately selected life insurance and investment products to support small business owners and ensure the continuity of their operations.

EDUCATION

McGill University SCS Montreal QC, Canada

- **Professional Development Certificate in Data Science and Machine Learning** 05/2019

Brown University, Rhode Island, USA

- **Master of Science in Electrical Engineering (*Computer Vision*)** – G.P.A. 4.0 05/1993
- **Bachelor of Science in Electrical Engineering** – G.P.A. 3.7, *Magna Cum Laude*, 05/1992
- Minor in: Economics*

CERTIFICATIONS, SEMINARS, ACHIEVEMENTS & CONTINUING EDUCATION

- **Autorité des marchés financiers, LLQP** 07/2016
- **IFSE Institute, Canadian Investment Funds Course** 04/2016
 - *Achieved CIFIC Honor Roll 2016 by obtaining the **highest grade in Quebec** and ranking **3rd in Canada**.*
- **Management Centre Europe, Mini MBA**
- **Achieve Global, Leadership & Coaching, Professional Selling Skills I, II and III**
- **Athens Stock Exchange and Bank of Greece, Certified Financial Advisor, Certified as Derivatives Client Advisor**
- **American Express Bank, London UK, Interest Rate Swaps - Derivatives Workshop**
- **Runner-up of ABB's first Canada-wide hackathon for innovation and AI – IoT track** 05/2019
- Invited and presented solution to Headquarters in Europe 06/2019

TECHNICAL & OTHER EXPERTISE

- Experience with Artificial Intelligence, Machine Learning, and large data sets.
- **Expert** in the use of:

<i>Office Platforms</i> <ul style="list-style-type: none">• MS Office, (Excel, PowerPoint, Word)• Google Suite• ServiceNow• Salesforce	<i>Business Intelligence</i> <ul style="list-style-type: none">• Tableau• Microsoft Power BI• Alteryx• KNIME	<i>Programming languages</i> <ul style="list-style-type: none">• Python incl. libraries: Sklearn, Pandas, Keras, Numpy, Matplotlib, Seaborn and others• Javascript, VBA to automate
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- Fluent in English, French, and Greek, with a working knowledge of Italian.

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COMMUNITY ENGAGEMENT - VOLUNTEER WORK & HOBBIES

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|---|-----------------|
| ▪ Candidate for the June 2024 European Parliamentary Elections for Nea Demokratia (Greece's ruling party) as one of its 42 candidates representing the Greek Canadian Diaspora. Campaigned only for 2 weeks in Greece, received 20K votes, and was recognized for achieving significant support despite being relatively unknown. | 03/2024-06/2024 |
| ▪ Twice elected to the Board of Directors of the Hellenic Community of Greater Montreal (HCGM), a non-profit organization representing Montreal's 70,000 Greeks. <ul style="list-style-type: none">• Served as President of the Montreal Regional Board and Vice-president of the HCGM, overseeing activities throughout the Montreal region, including the successful organization of the 2022 yearly Greek Festival.• Served as Secretary of Public Relations and co-headed the Marketing Strategy and Communications Team, orchestrating fundraising events and managing web presence, social media, and organizational branding. | 06/2019-01/2023 |
| ▪ TELUS Days of Giving Participant
Actively participated in a variety of volunteer opportunities during TELUS Days of Giving, championing community engagement and social responsibility. | 11/2022-present |
| ▪ NDG-CDN Soccer coach
Coached the U13M AA soccer team, fostering teamwork, leadership, and sportsmanship among young athletes. | 04/2023-09/2023 |
| ▪ Personal hobbies <ul style="list-style-type: none">• I like to fix things.• I enjoy facilitating collaborative problem-solving sessions.• Last year, I successfully participated in a theatrical play that I thoroughly enjoyed and plan to participate in again.• I enjoy singing and I'm an amateur guitar player.• I have a passion for continuous learning and enjoy listening to inspiring TED talks. | |