

Vasilis Theoharakis is the Chairman of the Board and co-founder of NanoPhos S.A. NanoPhos S.A. manufactures nanotechnology-based material that make surfaces water repelling, antistaining, self-cleaning and even thermal insulating. The company has grown rapidly to address the needs of the building industry internationally. Its products can be found in more than 25 countries including the UK, Japan, Norway, Sweden, France, Italy, Greece, Cyprus, Saudi Arabia, UAE, India, New Zealand, Mexico, Turkey, Russia and China. He is also an Associate Professor of Marketing & Entrepreneurship at ALBA, Greece and a Senior Lecturer at the Aston Business School, UK. He holds a B.Eng. (honours) and an M.Sc. in Electrical Engineering, an M.B.A. (with distinction) from NYU, and a Ph.D. from the University of Warwick. He has taught at the University of California, Berkeley and Golden Gate University. Vasilis has spent several years in Silicon Valley at senior level marketing positions with high-tech startups and companies such as 3Com. He started his career as a research engineer with an expertise in optoelectronics at IBM's prestigious T.J. Watson Research Center where he won the Research Division's Award. Vasilis' academic research focuses on strategic marketing, new product development and entrepreneurship. He was chairman and is currently board member of the European Business Plan of the Year Competition (EBPYC) Foundation. His student teams have won the EBPYC three times and he holds the best overall record in Europe as a coach at the competition. His has published in leading academic journals such as International Journal of Research in Marketing, Research Policy, Journal of Product Innovation Management, Marketing Letters, Journal of Business Research, Industrial Marketing Management, Review of Marketing Science, Communications of the ACM, Contemporary Accounting Research, Journal of Financial and Quantitative Analysis, Journal of Operations Management, The American Statistician, Journal of the European Economics Association and IEEE Network. He is among the most downloaded authors worldwide on the Social Science Research Network (SSRN). Vasilis has extensive experience consulting national and international firms and is actively involved in executive education.