



**Being
Essential®**
Who
is
Who



Melina Tsikogiannopoulou

Business Executive Trainer, Professor,
Co-creator of the Economic Museum

About me

Business Executive Trainer, Professor, and Content creator with a passion of sharing her 32 years expertise and thousands of hours of experiential training in Effective Communication, Successful Sales and Inspired Leadership. Professor of Leadership & Human Resource Management in postgraduate programs (MBA). Co-creator of the Economic Museum, which is the inaugural and sole Museum dedicated to Economics, as conceptualized by the pioneers of economic thought, including Aristotle, and others. Author of two books on Management in the Insurance Industry and speaker on personal and professional development at a multitude of Conferences in Greece and Cyprus.

Education

MBA in HRM with distinction | Kingston University
Insurance Studies | Greek Institute for Insurance Education
Acting School | Dodonaia Skini
Computer Programming | Kontolefa

Certifications & Seminars

- **Train The Trainers** | Certified by the Universal Accrediting Commission for the Recognition of University and College Degrees
- **Certificate for Financial Advisers recognize as equivalent to the International Certificate of the C.I.I. of England** | Greek Institute for Insurance Education (EIAS)
- **Creating Clients: Moving from sales to market development** | Limra
- Neuro- Linguistic Programming (NLP)
- Business uses of the internet
- Computer Forensics and Crime Investigation
- YouTube Creator Academy

Experience

Melina initiated her career in 1988. From 1991 to 2006, she held a pivotal role as a shareholder and manager at MS INTERNATIONAL, a prominent business consulting company. In this capacity, she facilitated the training of professionals within the Greek and Cypriot insurance markets.

Since 2007, she has functioned as an independent professional, dedicating her efforts to assisting corporate executives in honing their professional skills. Her expertise encompasses areas such as Sales, Effective Communication, Personal Development, Management, Leadership, Marketing, and Social Media. Over the years, she has successfully conducted more than 1,200 educational seminars and presentations, contributing to the growth of professionals in both Greece and Cyprus.

Indicative collaborations: Athens Chamber of Tradesmen (EEA), Greek Institute for Insurance Education (EIAS), Alpha Bank, National Bank of Greece, Interamerican, Allianz, Eurolife LTD CYPRUS, ICBS Athens International College (University of Winchester), Athinaiki Mediclinic, Public Power Corporation S.A. (DEI).

Author of 2 books: The award-winning "Management of Insurance Companies" published by the Greek Institute for Insurance Education and "The A & Z of Management for Insurance coordinators."

In 1992, she initiated the co-creation of the "Economic Museum".

Since 2018, she has been instructing courses on Leadership & Human Resource Management within postgraduate MBA programs.

Content creator for the "Melina Tsikogiannopoulou" YouTube channel, covering topics related to professional skill development and Insurance industry.