

## Olympios Toumazou

### Lecturer Neapolis University Pafos



Address: Giannou Kranidioti 213

Telephone: 00 357 22368368

Email: [o.toumazos@nup.ac.cy](mailto:o.toumazos@nup.ac.cy)

Research Gate:

Olympios Toumazou studied economics, with graduate option in Finance and Accounting at the University of WLU in Canada. He is also the holder of an MBA with specialisation in Marketing from Leicester University, UK. He started his professional career with MEMRB International where he specialised in market research surveys for the consumer and industrial sectors. He was also in charge of Customer Services for the Retail Audits. In 1988 he was employed by the multinational company Procter & Gamble where he served as Marketing Manager for the Persian Gulf countries and Category Manager for the Arabian Peninsula.

He is a founding shareholder of RAI Consultants Ltd, of which he is the President of the Board of Directors since the foundation of the company in 1995. Olympios Toumazou is an active member of ESOMAR (European Society of Opinion and Market Research) and he is a regular speaker at marketing and strategy conferences. He also publishes articles in the areas of Continuous Research, Retail Management and Marketing. He is considered an expert in the field of Retail Audits in emerging markets having established and set-up Retail Audit services in more than 16 countries. He also provides consultancy services for major retailers and distributors of FMCG's.

### RESEARCH INTERESTS

The Research Interests of Olympios are focused on Customer Satisfaction Studies, Methods of Market Segmentation but also on the area of Strategic Innovation particularly in the service sector. For the last few years he is the leading Researcher for two European Programmes in Cyprus, in cooperation with the Department of Economics of the University of Cyprus: The Confidence Index running in 28 European countries and the project Share initiated 2 years ago.

### PARTICIPATION IN SEMINARS / CONFERENCES (2012-2018)

- *The Importance of Fresh Products in the Psychographic and Shopping Profile of Cypriots* – Cyprus Agricultural Conference 2018
- *Ψυχογραφικά & Συμπεριφορικά Χαρακτηριστικά Κύπριου Shopper* - KEBE Retail Trade Forum 2018
- *Key Trends of Millennials in Cyprus* - KEBE Retail Trade Forum 2018
- *Αγοραστικές Συνήθειες & Συμπεριφορά Καταναλωτών στην Κύπρο* – ECR Cyprus 2018
- *Αγοραστικές Συνήθειες & Συμπεριφορά Καταναλωτών στην Κύπρο* – Powersoft 2018
- *Τα Μηνιαλλάγια του Λιανικού Εμπορίου, Retail Prophecies* - Retail Forum 2018
- *The Media Junkies: How Consumers Consume Media* – Partners 2018

- *Retail Odyssey 2021: I have a dream* - Retail Forum 2016
- *Desperate Housewives: Looking for Loyalty in a World of Promiscuity* - The Retail Store of 2020, Powersoft 2015
- *I Can't Get No Satisfaction* – Fashion Retail Summit 2015
- *Factors Affecting Customer Satisfaction in Services: The Case of Supermarkets in Cyprus 2015*
- *The Theory of Relativity in Retail* - Retail Forum 2014
- *The Good, The Bad and the Ugly Years* – Retail Forum 2013
- *Πως Αλλάζει και τι Ζητά ο Κύπριος Καταναλωτής* – Business Transformation Conference, PWC 2013
- *Πώς Αλλάζει και τι Ζητά ο Κύπριος Καταναλωτής* – Small/Medium Businesses Cyprus, KPMG 2012
- *Τι κάνει Νιάου Νιάου στα Κεραμίδια;* - Retail Forum 2012

## **PUBLICATIONS / STUDIES**

### **1. POLITICAL MARKETING**

Olympios was involved in the analysis and presentation of Opinion Polls in all major campaigns for Presidential and Parliamentary elections. He also presented Opinion Polls on Mega Channel for 10 years and Phileleftheros Newspaper for 15 years.

### **2. RETAIL CENSUS ANALYSIS**

Olympios has led the operations in more than 40 countries for enumerating, analysing and mapping of retailers. In Russia this operation covered more than 100 cities and 200,000 outlets. The operations covered Eastern Europe, Central Asia, the Middle East and North Africa.

### **3. PRODUCT DEVELOPMENT**

Olympios led a team of experts in-house and co-operated with external consultants to develop a number of FMCG's products in more than 20 countries. Additionally, he has worked in product development for the Car Industry, Pharmaceutical Companies, Electrical and Electronic Goods as well as a number of services particularly in the telecommunications sector.

### **4. RETAIL DEVELOPMENT**

Olympios worked as a member of a multidisciplinary team for the preparation of a number of major Retail Development projects particularly on the Market Assessment studies and the Marketing Strategy. Some of the projects in the last few years are as follows:

- The Mall of Cyprus (Operating)
- The Mall of Engomi (Operating)
- The Mall of Paphos (Operating)
- The Mall of Limassol (Operating)
- The Mall of Lakatamia (Under Construction)
- Papantoniou Supermarkets (4 projects)
- Carrefour Supermarkets (8 projects)
- Alfa Mega Engomi
- Metro Supermarkets
- MAS Supermarkets

## **5. LEISURE AND ENTERTAINMENT**

Olympios led the team of experts who worked on the feasibility and Market Assessment Studies for the following projects:

- Waterpark in Paphos
- Waterpark in Limassol
- Larnaca Marina
- Pizza Hut and other group restaurants
- Starbucks
- Gloria Jeans
- Costa Coffee
- Formula 2 Race Track (Under Consideration)
- Tourist Developments for Lanitis and J&P Group

## **6. TOURISM**

Olympios headed the team for a number of major Tourist Projects for :

- CTO (Conference and Incentives Tourism)
- CTO Expenditure Survey for Tourists
- CTO Assessment of Advertising and Promotion Campaigns in the UK
- Strategy for Developing Tourism in Ayia Napa for Ayia Napa Municipality

## **7. TELECOMMUNICATIONS**

Olympios has been leading for the last 10 years the team of experts who prepare and analyse the Market Research Projects for CYTA in Cyprus. Additionally, he has prepared a model which is still in use for monitoring the Brand Equity of Cyta in Cyprus.

## **8. BANKING AND FINANCE**

Olympios has extensive experience for planning, implementing and analysing research for all the major Banking and Finance Institutions in Cyprus. He is involved and leading a team of experts who carry out more than 10 studies every year for the last 20 years in Cyprus.

## **9. PHARMACEUTICAL RESEARCH**

Olympios designed and implemented a unique monitoring system for pharmaceutical brands in Cyprus. This has been in operation for the last 15 years with both local and international clients. The research collects and analyses information for more than 40 categories and 1000 brands.

He has also designed numerous projects for monitoring the performance of pharmaceutical companies in Cyprus and helping them in the process of designing strategies for individual products and brands.

## **10. MEDIA**

Olympios has initiated and designed a unique monitoring system for tracking the performance of the press (newspapers and magazines) and radio in Cyprus. This was extended in the last 5 years to include the internet and social media. The clients are major publishers and media operators, advertising agencies and advertisers.

## **11. ADVERTISING**

Olympios has helped to develop and promote a number of methodologies for assessing the effectiveness of ads and media campaigns such as DAR (Day After Recall) which are currently in use by all major corporations on the island such as banks and retailers.

Olympios has worked closely in the last few years with some of the major international corporations as well as the major groups in Cyprus.