

**DRETTA Ioanna****Date of Birth** [●] 1979**Contact details** e-mail: [●]**SUMMARY**

Executive with 20+ years of experience in change management, crisis management, national policy development, strategy development and marketing & communication strategy. Proven track record in creating impact in high-stake initiatives with multiple stakeholders.

**PROFESSIONAL EXPERIENCE**

- Dec23 – today **CEO, REDS SA member of ELLAKTOR GROUP**
- Executive member of the BoD
- Jul23 – today **President, MARKETING GREECE SA**
- Chairing the board and shaping the strategy for successfully contributing as the innovative authority of Greek tourism in building a sustainable future
- May23 – Jun23 **Minister of Tourism**
- Participating at the interim government securing smooth transition to the following political government addressing pressing issues of the ongoing high season
- Jun22 – today **Member of the BoD, QUEST**
- Non Executive Independent, member of Sustainability Committee
- Jun21 – Dec23 **Member of the BoD, ELLAKTOR**
- Non Executive Independent, member of Audit Committee and Strategy Committee
- Jun16 – May23 **CEO, MARKETING GREECE SA**
- Repositioned successfully Marketing Greece as the leading authority for the promotion of Greece as a tourism brand internationally
  - Spearheaded the development of Greece’s campaigns for 2019 and 2020; the latter was presented alongside the Prime Minister and received multiple international and national awards and accolades
  - Drove fundraising activities, raising more than EUR 7,5mn from the private sector
  - Built a 40-person team, with extraordinary marketing talent, strong sense of purpose and great camaraderie
  - Spearheaded the strategy of SETE – Greek Tourism Confederation to become an impactful social partner, shaping the public agenda and promoting sustainable tourism development
- May15 – Jun16 **Policy Advisor to the President, GREEK TOURISM CONFEDERATION - SETE**
- Created the public policy agenda of the confederation, building the necessary consensus internally and externally and advancing crucial policies within the government
  - Shaped an overarching strategy for SETE’s three independently run companies and overseeing cross-company activities
- Jun12 – Jan15 **Director of the Minister’s Cabinet, MINISTRY OF TOURISM**
- Managed the ministry operations, providing strategic direction and leadership to function heads and individual staff, and overseeing the development and implementation of policies that led to 2 consecutive record years in terms of tourism revenues and arrivals
  - Oversaw development of legislation, in line with Tourism strategy and introduced 2 new bills, introducing an innovative and highly acclaimed framework for investments in the Tourism Sector. Spearheaded implementation of the passed bills
  - Engaged in high-stake negotiations with the “Troika”, successfully securing Greek state’s interests
- Sep11 – Jun12 **Freelance Consultant**
- Setup and run a Project Management Office at the Ministry of Environment monitoring, 65 initiatives pertaining to the implementation of a bill granting environmental licensing in small and medium scale investments. (Client: Kantor Management Consultants SA)
- Jun06 – Sep08 **Advisor to the Minister, MINISTRY OF CULTURE AND MINISTRY OF MERCANTILE MARINE & ISLAND POLICY**
- Managed successfully critical projects such as the concessions of the Piraeus and Thessaloniki Port Container Terminals. The former was widely recognized as the most successful privatization in Greece
  - Oversaw legislative work and other Parliamentary Procedures
- Sep03 – Jun10 **Corporate Affairs Manager, Geotechnical Engineer, Project Manager ADK CONSULTING ENGINEERS SA**
- Proposed at the BoD a succession plan for the transition from the first to the second generation
  - Managed for the Greek State various infrastructure projects, successfully handed over to the client on time and budget, and meeting requirements
  - Developed quality management processes, procedures and policies in line with ISO requirements

**EDUCATION****Harvard Kennedy School** Master in Public Administration / Concentration: Negotiations, Leadership (Alumni 11)**Imperial College London** MSc, DIC in Soil Mechanics and Engineering Seismology (Alumni 03)**National Technical University of Athens** Diploma in Civil Engineering / Major: Geotechnical Eng (Alumni 02)**LANGUAGES** English (fluent), French (Conversational), Greek (Native)**OTHER EXPERIENCE** Public speaking, mentoring young professionals, philanthropy**INTERESTS** Psychology, Arts, Design, Literature, Travel.