

PETER ECONOMIDES
PRESIDENT/CEO
FELIX BNI BRAND STRATEGY CONSULTANCY

Peter is a highly experienced global brand and marketing professional.

He has held senior management positions at leading advertising agencies in South Africa, Hong Kong, Greece and Mexico. He has worked with clients such as Absolut, Apple, Coca-Cola, L'Oréal, Nestlé, Unilever and many more.

In New York, he has served as Executive Vice President/Worldwide Director of Client Services at McCann Worldgroup and as Head of Global Clients at TBWA\Worldwide.

In 2003, he established Felix BNI, a global brand strategy consultancy based in Athens. Clients have included Affidea, American Express, Coca-Cola, Dr. Martens, Heineken, International Olympic Committee, National Bank of Greece, Oceanco Yachts, and Seychelles Tourism.

His work is focused on change, on the corporate response to the challenges of a rapidly changing world.

He is an active philanthropist who has served as International Board Chairman of the Make-A-Wish Foundation. He is a member of the Board Of Trustees of the SAHETI Greek School in South Africa, founded by Advocate George Bizos. He is on the Advisory Boards of the Los Angeles Greek Film Festival and the Oxi Day Foundation in Washington DC. He played a founding role in the Orange Grove, the startup incubator at the Dutch Embassy in Athens.

He was named as one of the world's "Ten Most Influential Greeks" by the publication Greek Reporter in the U.S.A. He is the recipient of a Lifetime Achievement Award from the American Hellenic Council and has been honoured with three Certificates of Recognition by the U.S. Congress.

In 2018, received the Members 'Award of Excellence from the Propeller Club of the United States *'for promoting a contemporary vision of Hellenism, providing hope and inspiration for Greeks everywhere.'*