

Dr. Nikolaos Dimitriadis short bio

Dr. Nikolaos Dimitriadis is an award-winning communications professional, book author, educator and consultant. He spoke at TEDx for the urgent need for Brain-Based Communication and he contributed to the NeuroMarketing Manager Program at Hamburg Media School.

Dr. Dimitriadis has scanned more than 7,500 brains from 25 countries globally for Neuromarketing, NeuroHR and academic purposes. He has worked with international brands such as IKEA, IBM, JTI, Nestle, Johnson & Johnson, AstraZeneca, CISCO, SAP, Pierre Fabre, Coca Cola, T-Mobile, Dixons, Banca Intesa Sanpaolo, Societe Generale, Unicredit, Microsoft, VMware, Raiffeisen Bank, SAP, DELL, USAID and others. He is the Head of Neuro Consulting Services at Optimal HR Group, Athens (Greece), offering cutting-edge Neuromarketing and NeuroHR research and consulting.

He has received his PhD and MBA from The University of Sheffield (UK), and he is a certified Neuromarketer. He teaches regularly in various MBAs and other university and corporate programs around the world. Dr. Dimitriadis is the Chairman of the People Committee at the World Innovation and Change Management Institute in Geneva, Switzerland. He is a Professor of Practice at The University of York Europe Campus, Greece, where he leads the MSc in Neuromarketing. He is the co-founder of Neurogenesis, The Applied Neuroscience Club of Greece. He is also a Visiting Professor at the School of Economics and Business of the University of Ljubljana, Slovenia. Dr. Dimitriadis received the Greek Excellence Award 2022 from the Hellenic Institute for Customer Service.