



Director of Hospitality Department

Professor Alkis Thrassou is a Professor at the School of Business, University of Nicosia (Cyprus, EU). He holds a Ph.D in Strategic Marketing Management from the University of Leeds (UK) and is also a Fellow Chartered Marketer (FCIM, UK), a Fellow Chartered Construction Manager (FCIOB, UK), a Chartered Management Consultancy Surveyor (MRICS, UK), a Senior Research Fellow of the EuroMed Academy of Business (SFEMAB, EMRBI) and a Member of the Society of Petroleum Engineers (SPE). He has extensive academic and professional/industry experience, and has undertaken research in the fields of strategic marketing, services and customer behaviour. His work has been published in dozens of internationally esteemed refereed scientific journals and books, and he retains strong ties with the industry, acting also as a consultant.

At First Class Business Middle East he holds the position Director of Hospitality Department