



## *Marketing & Brand Strategist*

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**George Zervides** is Marketing & Brand Strategist, Keynote speaker, founder and CEO of the Cyprus Marketing Youth Society and University Lecturer, George Zervides enjoys high rates of awareness in the Cyprus business community.

After 25 years in the advertising industry, George Zervides is today a freelance strategist while at the same time he invests time in training professionals.

He was appointed as a certified global trainer in the McCann world group where he used to train McCann Erickson personnel on the network's strategy tools. On top of that he was appointed as Truth Champion in the Worldgroup Truth Central, McCanns thought leadership Unit.

He participated as a guest speaker in numerous conferences, professional body trainings ,seminars and he has published several marketing and branding articles.

*At First Class Business Middle East he holds the position Marketing & Brand Strategist*