



Marketing & Brand Strategist

Anna's Stilianaki career started in New York City, where she spent ten invaluable years, studying & working for both big agencies & hot shops. She has then headed the creative departments of FCB, Leo Burnett, & McCann Erickson in Athens, & Ogilvy & Mather in Sofia, as Executive Creative Director. She has turned around the creative reputation of all the agencies she has been part of, with impressive results, has handled a very wide range of top line multi-national brands & has contributed to the successful building

of many strong local brands. She now works independently, pushing for higher standards of communication excellence through the progressive creative structure she has founded, OutToLunch – a contemporary collective of thought leaders, positioned between branding & advertising, encompassing the spectrum of communication. Anna thinks of herself as brand curator. She deals with communication in the widest possible sense, considering it to be an integral part of popular culture. As a hybrid thinker, she brings ideas from a variety of fields into her work, enjoying the blending of branding & advertising worlds. She is based in Athens, but considers herself a citizen of the world & welcomes challenges by brands in international markets.“

Anna has won numerous awards from national advertising festivals (Ermis, Fara) many effectiveness

(Effie) awards, as well as a very impressive number of distinctions from all major international creativity festivals: National Diplomas from Cannes International Advertising Awards, Golden Drum, New York Festivals, Epica, & Eurobest. She has been a member of the Ermis Awards organizing committee, as well as of the international juries for Golden Drum & New York Festivals.

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