



Marketing & Brand Strategist

*As prominent young entrepreneur straight-through her carrier, Mrs. **Christina Kokkalou** founded INSIGHTS MARKET RESEARCH in 2002 and effectively led the company to a nationwide first class corporation. Fourteen years later, the leading corporation IMR provides second-to-none solutions to the ever demanding needs of its plethora clientele, which span throughout the entire social economic sector. Furthermore IMR operate a successful consultancy unit for co-funded National and European tenders and grants, as well a firm business incubator (business start-ups). As President of the Cyprus Research & Opinion Poll Association (SEDEAK) Mrs. Kokkalou enlisted the local association to EFAMRO, a leading member of the Global Research Business Network, which connects 38 research associations and over 3500 research businesses on five continents. More than US\$24.9 billion (€18.8 billion) in annual research revenues (turnover) are represented by these businesses. Last but not least Mrs. Kokkalou fulfils by teaching Marketing at the University of Nicosia.*

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