

Hi! I'm Nikos Fininis



A **business strategy designer** with experience in strategy and innovation solutions to provide growth. With a highly diverse background and a focus on people-first strategies by utilising knowledge and expertise within Systems & Design Thinking methods, as well as OKRs and Agile Project Management.

Business Performance Management Consultant - ALTOVALUE

2024 - present | Athens, GR

Specialising in creating growth strategies by identifying executive's goals and bring them to fruiting through execution excellence.

Strategy & Innovation Lead - DOT&LINE

2023 - present | Athens, GR

Directing the strategic solutions for our clients. Generating creative strategies for the communication and promotion of brands based on their own beliefs.

Strategy & Innovation Lead - STIRIXIS GROUP

2022 - 2023 | Athens, GR

Leading the Strategy team for both internal strategic directions and for clients. Developing and implementing Brand, Marketing, Revenue and Comms strategies.

Founder & Strategy Director - SPECTRUM, DESIGN THINKERS

2020 - 2023 | London, UK

Providing business and personal growth through the power of Design Thinking. Specialising in Marketing, Comms, Branding and Product Innovation.

Business Design, Innovation & UX Design - EY

2021- 2022 | Athens, GR

Consulting on experience design and end-to-end development of new digital products. Conducting User Experience research and applying findings to designs and prototypes.

Business Designer - BUSINESS OF BRAND

2017 - 2020 | London, UK

Developing growth strategies for businesses and managing their implementation. Designing end-to-end brand systems through Brand, Product, Channel and Campaign.



Education

Design Strategy & Innovation MA - Brunel University

2015 | London, UK

Industrial & Product Design BA - AKTO, Middlesex University

2013 | Athens, GR

General Agriculture, Viticulture BSc - Agricultural University of Athens

2009 | Athens, GR

Competencies



Skills

Design Thinking
Brand Strategy
Business Strategy
Strategic Planning
Creative Direction
Marketing Direction

Change Management
Project Management
Performance Management
Organisational Leadership
Communications Planning
Strategic Planning

Coaching
Problem Solving
Lean Six Sigma
Objectives & Key Results