

**Dr. George V. Priovolos** (PhD, Business Administration, City University of New York)

Prof. Priovolos was educated in Europe (Economics) and the US (Marketing, Quantitative Methods, and Accounting). His research interests include branding and strategic marketing, political risk assessment/management, and crisis communications management. He has extensive work experience in exports & imports and marketing communications; he is currently the owner of a consulting practice specializing in branding strategies for SMEs. Dr. Priovolos has over 30 years of teaching experience in Marketing, Accounting and Management; he was a Fulbright Professor/Senior Scholar at the Warsaw School of Economics in Poland (1997-8) and a Visiting Professor at DDB, the advertising agency (1999).

Hobbies/interests include traveling; sports; photography & music.