

CHRISTOS KRASIDIS

I am an active member of EATG since 2018. I have served as a Training consultant twice and as a StepUp Academy professional trainer three times. Throughout my professional career during the past 20 years, I have developed an eye for detail, as well as the 'zooming-out' ability to be able to see the bigger picture. I have trained myself to communicate complex processes and ideas in simple and clear ways. A quick view on my rich portfolio of works will surely convince you of my productivity and high level of results ([here](#)).

On a Senior Management level, I was elected Steering Committee Chair of AIDS Action Europe (AAE). My term finishes in Dec. 2023. During my time at AAE, I have worked closely with the Executive Office to organise campaigns, physical meetings in different cities of the world, and to manage the implementation of projects within the strategic framework, which I was also part of developing. I played a significant role in putting transparent processes in place for various projects and in numerous occasions, such as transforming the governance of the network, and many more. I have been representing AIDS Action Europe in the COBATEST Network (community-led and -based organisations performing testing in Europe and Central Asia). I have been holding this fixed sit since 2018, when COBATEST started its governance transition from being an EU-funded project to becoming a sub-Network with an elected Steering Committee, and thus I have been present at each and every step of this transition and feel that I have also contributed positively in what COBATEST is today. Additionally, I participate in the ECDC EU/EEA Sexually Transmitted Infections (STI) Network Coordination Committee (Oct. 2021-onwards) as a Community Expert, as well as in the informal workgroup of WHO Regional Office for Europe.

The senior management experiences I have goes back to 2005, when I first served as the multimedia Pro Business Development Manager for Greece & Cyprus Apple IMC (Rainbow S.A., 2005-2008). I was trusted to deliver the official "Mac OS X Leopard Launch" press conference in Athens (2007). Since, I have delivered more than a hundred keynote presentations, participated in numerous conferences, facilitated lots of discussions and meetings, both in physical spaces and online. Later on, upon my return to Cyprus in 2010, I had an offer from iSquare S.A., the company that bought Rainbow, to manage the Cyprus Apple Market (2010-2012). I had managed all in-country communications, budgeting, sales forecasting, and once again achieved my sales targets, increasing an annual revenue from 1 mil. euros to 5 mil, in just 24 months.

In 2014, I joined the AIDS Solidarity Movement in Cyprus (Movement), after working and being part of founding the first ever LGBTQI+ Community Organisation on the island in 2010. The Movement had zero cash flow when I joined, was employing a Clinical Psychologist who was unpaid for a whole year, until the Ministry of Health funding would arrive at the end of the fiscal year. Then the Movement would pay the Psychologists for the previous months and would repeat this cycle. In 2016, the Movement launched its CBVCT Checkpoint, offering Community Testing in PopUp/Outreach locations. By 2020, the Movement was able to rent a permanent space in Nicosia and be in a financial position to hire me as a full-time staff. It was those 18 months of my employment that I managed to transform the Movement into an organisation that the state would respect and -in my humble opinion- slightly fear. When in March 2022, the Movement publicly complained about the deportation of a non-European student living with HIV, the state changed its decision in 48 hours, allowing the student to complete their studies. In June 2023, I was elected as Chair (2023-2024), and was invited by the Ministry of Health to present the Movement's community work, in an international meeting in Cyprus, where WHO Europe, ECDC, and representatives from Ministries of Health of Egypt and Israel were represented, to discuss the topic of HIV transmission and Migration. I feel that these two examples from previous corporate career and community work I have done, clearly demonstrate the level of management I am bringing to the EATG.

Years later I realised that the main reason behind this success is my managing style. Today I know that the best management of people is to inspire them in bringing out the best of themselves, while at the same time provide them with the tools they need to do their job successfully, together with clear guidelines, but also the space needed for their personal management-style to grow, and last but not least, the trust and accountability.

I feel I am now ready to make this next step in my career, move to Brussels and make a great Executive Director for EATG. I hope you will give me the opportunity to convince you in a f2f interview.

Kind Regards,

Christos Krasidis

(If you wish, you can checkout my Analytical Bio and Portfolio of Works by clicking [here](#))

CHRISTOS KRASIDIS

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Professional History

- 1. University of Nicosia, Health Communications** | <https://www.med.unic.ac.cy>
 - Role: Member of the communications team managing marketing, coms and promo for the Medical School, the Veterinary School, the Medical Centre and the Mobile Clinic. School of Life Sciences to be added too (2022 - onwards).
- 2. Veramand Hub: Academy, Studio, Music Label & Publishing Co.** | <https://veramand.org>
 - Role: Founder, Head of Platform, Professional Trainer & Multimedia Producer
Veramand Ltd (2012-2019) became "Veramand Creative Platform" (2020 - onwards).
- 3. AIDS Solidarity Movement, Cyprus** | <https://asmcyprus.org>
 - Role: Executive Coordinator, Communications Representative, Trainer, Project Manager and Advocacy Manager (2020 - 2022)
- 4. iSquare S.A., Apple 🍏 VAD for Greece & Cyprus** | <http://isquare.gr>
 - Role: Sales Manager Cyprus: Head of Sales across all markets in Cyprus. The role included contract & sales target negotiations with vendors and resellers, sales trainer, head of promo & communication for Cyprus and overall business development (2010 - 2012)
- 5. Veramand Ltd, Cyprus** | <https://veramand.org>
 - Role: Founder and Director (2010 - 2019)
- 6. Universal Music, London UK** | <http://isquare.gr>
 - Role: Back Catalogue Officer: Marketing Dept. - Internship (2009)
- 7. Computer Warehouse, Apple 🍏 Official Reseller, UK, London** | <http://isquare.gr>
 - Role: Audio Expert: sales and customer satisfaction (2008 - 2009)
- 8. Rainbow S.A., Apple 🍏 IMC for Greece & Cyprus** | <http://isquare.gr>
 - Role: Pro Business Development Manager, for Greece & Cyprus (2005 - 2008)
 - "Mac OS X Leopard Launch" Press Conference & Demo, Athens, Sept.07
 - "Apple Logic Studio Launch" Press Conference & Demo, Athens, Nov.07
 - Logic Studio, Final Cut Studio 2, Aperture 'Hands-On-Training', Nov., Dec. 07
 - Acquisition of Rainbow S.A. by iSquare S.A. took place in 2009.

Community Roles & Committees

- 1. WHO Regional Office for Europe: CSO informal working group**
 - Role: Community Expert (2023-onwards)
- 2. ECDC STI NCC: EU/EEA Sexually Transmitted Infections Network Coordination Committee**
 - Role: Community Expert - Observer (2021-onwards)
- 3. AIDS Action Europe** | <https://www.aidsactioneurope.org>
 - Role: Chair of Steering Committee (2022-2023), 2-years term
 - Role: Member of Steering Committee (2018-2023) - two consecutive 3-years terms
- 4. COBATEST Network** | <https://cobatest.org>
 - Role: Member of Steering Committee - Representing AIDS Action Europe (2018-onwards)
- 5. AIDS Solidarity Movement, Cyprus** | <https://asmcyprus.org>
 - Role: Chair, Board of Directors (2022-2024), 2-years term
 - Role: Executive Coordinator, Communications Representative, Community Health Worker for the Cy Checkpoint (Oct. 2020 - Jan. 2022)
 - Role: Secretary, Board of Directors (2017 - 2019), 2-years term
 - Role: Member, Board of Directors (2015 - 2017), 2-years term
 - *Throughout the years, I have been acting as a trainer, a project & advocacy manager, a Community Health Worker and the head of fundraising (together with the treasurer).
- 6. EATG: European AIDS Treatment Group (2018-onwards)** | <https://www.eatg.org>
 - Role: Professional Trainer & Consultant for Step-Up Academy, the PROMise project. etc..
 - Role: Active Member of EATG (2018-onwards)

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See my Portfolio of work [here](#). and Cover Letter [here](#).

Professional Trainer

- 1. EATG: European AIDS Treatment Group: PROMs Project, Europe**
 - PROMs: Patient Reported Outcomes Measures: Training Specialist / eCourse (2021-2022)
 - Training Manuals for Trainers on “Online Training”: developed and written (Sept. 2021)
 - Step-Up Academy (Physical/Online Training): Nov. 2021, Oct. 2020 - Mar, 2021, July 2018.
- 2. Accept LGBTI Cyprus**
 - Online open discussion on “LGBTQI+ Representations in Cyprus TV” (2012)
 - Sexual Health for Women who have sex with women.
- 3. AIDS Action Europe**
 - “Gay dating apps in HIV prevention: Collaboration between civil society organisations and app providers – what is the current situation?” organised by Deutsche Aidshilfe, on behalf of AIDS Action Europe. Online Training of Activists in Europe (Aug. 2021).
 - Affordability of Medicines : Train the Trainer session (online training), Cyprus 2021.
- 4. AIDS Solidarity Movement, Cyprus**
 - “Community Training”, Cy Checkpoint - Physical Training, 4 days / May 2022
 - “Sexual Health & Prevention”, Biomedical Student Association, European University Cyprus - Physical Training, May 2022
 - “Sexual Health & Prevention”, various, online & physical training sessions, 2015 - onwards
 - Cyprus National Addictions Authority, Community Testing for Harm Reduction Centres, on behalf of the AIDS Solidarity Movement. Physical and Online Training, March & June 2020
 - CyStasis Community Training for Activists in Cyprus, on behalf of the AIDS Solidarity Movement and Cyprus Family Planning Association. Physical Training, Jan. & Feb. 2019
- 5. Cyprus College (HND in Music Technology)**
 - Course instructor for “Introduction to Music Business” (2013-onwards)
- 6. Veramand Academy, by Christos Krasidis (2010-onwards).**
 - Various topics: Singing, Music Composition, Audio Production, Copyright, Business.

Participation in academic research:

1. COVID-19 impact to the LGBTQI+ community in Cyprus, 2022
2. Knowledge and Attitudes of the Doctors community in Cyprus on assisted death, 2022
3. Long-COVID impact to children and youth (minors) living in Cyprus, 2022
4. Needs of People Living with HIV in Cyprus, 2020-2021
5. ChemSex in Cyprus: A research focused on the LGBTI+ community, 2019-2020
6. PrEP in Cyprus, based on ‘PrEP in Europe’ survey, 2018-2019
7. EMIS 2017: European MSM Internet Survey, 2017-2018
8. ECHOES 2017: European Community Health Workers Survey, 2017-2018
9. Ageing with HIV in Cyprus, 2016-2017

Education

1. **MA Music Business Management** | Graduated with Merit : Sept. 2009
University of Westminster, London
2. **BSc Electronic Music** | Graduated with honours: June 2004
University of Hertfordshire, London
3. **Languages**
(A) English: Fluent/Business | (B) Greek: Fluent/Business (Native) | (C) French: Good
4. **Apple Certified Trainer** in Logic Pro, Soundtrack Pro (2007-2009)

More info:

You can find my LinkedIn profile [here](#).

For the detailed (chronological) CV please [click here](#).