

Mrs. Michaelidis is a dynamic professional that has built her career mainly with multinational companies in the area of Technology Solutions for more than 20 years, gaining her experience as sales executive & business manager. She has started her carrier with IBM as programmer analyst and then moved to Sales & marketing, in 1994 she started working as Business Development manager for Siemens Nixdorf, Sales Manager for Wincor Nixdorf and then joined Hewlett Packard as Finance Solutions manager. In 2006 has been appointed Managing Director for NCR Hellas & currently she is the Managing Director of Prohealth Medical Holdings SA.

Mrs. Michaelidis has been following closely the international market trends in the areas where her main customers made business in. As a result, she has developed a clear business understanding and C-executive contacts in the areas of banking, retail and healthcare industry overall. She has also developed industry knowledge in consumer products, Telcos & Private sector.

She is a long term subscriber in international press & sites in order to be aware of world level financial phenomena & changes. She is also writing articles in vertical press & speaker in prestigious conferences. Being a Member of BoD of EEDE (Hellenic Management Association), she has a broad understanding of contemporary execution of Management Techniques. As of 2007 Mrs Michaelidis is the President of the executive committee of the Women Organization of Managers & Entrepreneurs (W.O.M.EN)