



YOUR FULL NAME:

Vaios Dimoragas

YOUR JOB TITLE:

Managing Director Ukraine and Belarus

YOUR COMPANY:

Nielsen

YOUR BRIEF BIOGRAPHY (250-300 words):

Vaios has spent his entire career in the Market Research Industry, having held roles both at the agency and the product supplier side, in the FMCG and the Pharmaceutical Industry. He has a bachelor's degree in literature and a master's degree in consumer psychology.

He started his career in Greece in 2003 at a small research firm, to move to Nielsen a year after. His next step was to the pharmaceutical company AstraZeneca, where he held the role of Market Research Analyst for 4 years. He returned to Nielsen in 2010 as a Group Account Manager, where he stayed for 2 years, before getting his first expatriate assignment in Bulgaria as Managing Director, until 2014. He then moved to Nielsen United Kingdom to serve as a Business Unit Director and in 2017, he relocated to Kyiv, to be appointed Managing Director of Nielsen Ukraine and Belarus, a position he holds until now. His roles in this decade have been focused in achieving profitable business growth, increasing engagement with clients and developing talent.

Vaios believes strongly in the power of the industry joining forces for growth and therefore is actively supporting the initiatives of the American Chamber of Commerce and he is currently serving as a co-chair of the Retail and E-commerce Committee.

In his spare time he's interested in basketball, music and particularly in attending rock concerts. He is married, with two daughters and he is living with them in Kyiv.

ANSWER THE FOLLOWING QUESTIONS:

Why do you think membership in the American Chamber of Commerce is important for business operating in Ukraine?

In a challenging but full of opportunities market environment as Ukraine's, the industry joining forces for growth and commonly addressing issues is a must. The AmCham provides an unparalleled platform for that and my experience is that indeed, it provides much more than the base networking opportunities but rather an open, strong and impactful support to be successful, pushing the overall business mechanisms and culture forward.

What motivates you to be a Chamber Board Member?

In short, my genuine keenness to contribute and be a driver of the change that we want to see in Ukraine – but it will not happen on its own but from people that will make it happen.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

Hard skills refer to my FMCG market knowledge from different markets, along with the thought leadership empowered by Nielsen's global footprint in consumer insights. Soft skills that I would call out and I believe can be of benefit for this position is resilience, persistence and focus in execution, with a high say/do ratio.

How have you been active in the Chamber over the course of the last two years?

After I assumed my role in Ukraine, I made a conscious effort to strengthen the level of collaboration we have with the AmCham. We held two events already at the Chamber's premises, one with myself presenting FMCG trends and another one, co-led by the ACC and Nielsen, in which we presented latest trends in FMCG Sales effectiveness. We have also provided pro-bono data for the Waste Management Taskforce, whereas I regularly attend ACC's events, as I consider them meaningful networking and insight provision platforms.



What activity or Committee would you participate in and be responsible for?

I am already honored to be Co-Chair of the Retail and E-Commerce Committee.
