



ANNA KLISSOURAS

**solutions**

- Business strategy
- Communications strategy
- Project management

# HELLO

I am a business consultant with 15 years experience as a senior Amazon manager in public policy, marketing, and PR, as founder of my own e-commerce business, head of marketing and PR in the solar industry, and communications consultant at the United Nations. I would be happy to use my experiences to support you!



## SERVICES

### Business Strategy

#### How I can help you:

I can develop a custom solution for your business challenge which combines analytics, creativity and simplicity, using the Amazon data-driven “working backwards” approach:

- **Gaps analysis:** Identify problems and opportunities based on a situation analysis
- **Ideation:** Develop creative solutions for your business challenge
- **Conceptualization:** Translation of your idea into viable concept with goals, KPIs, options, risks, costs and a project plan
- **Validation:** Reviewing your concepts to make them better
- **Partnerships:** Establishing partnerships with private or public sector

#### Reference projects:

- **Concept creation** for Amazon's Small Business Accelerator programmes which digitize SME for free across DE, UK, IT, ES and SE in partnership with public sector and associations, reaching over 130.000 SME in Europe. Public reference: [Amazon Blog](#)
- **Programme design** of the Selling Partner Voice programme, which connects Amazon's Selling Partners in Europe with policymakers, enabling small business testimonials at ministerial and OECD level. Public reference: [Post by Selling Partner](#)
- **Development of a lean feedback mechanism** to obtain and process feedback from European SME selling on Amazon, leading to structured feedback from tens of thousands of SME for services improvement
- **Drafting and review of numerous business development proposals** at Amazon, including country expansion, logistics expansion, and customer retention strategies.
- **Creation of a partnership alliance for digitization** of small businesses during the Covid lockdown under the programme [Quickstart Online](#)

## Testimonials

Eirini Zafeiratou, Vice President Global Public Policy & Regulation at Bolt: *"Anna has excellent structural and analytical skills, a quick grasp of detail combined with an ability to join the dots in order to solve bigger underlying problems. Most importantly, Anna has grit, is tenacious and will give everything she has to solve a problem...(...)* She led the initial set up and scale up of the Amazon Small Business accelerator in Germany and expanded the programme across Europe representing the company in Brussels, in front of the European Commission DG Enterprise. Hundreds of thousands of companies have benefited from the accelerators to date (...) Anna is an overachiever a pleasure to work and a big asset for any team to have."

# Communications Strategy

## How I can help you:

I can develop strategies and tools to improve customer, media or policymaker reach:

- **Development of a marketing strategy** to grow sales or improve retention
- **Development of a PR strategy** to inform or improve reputation
- **Development of a political communications strategy** to educate, build reputation or advocate for your agenda among political audiences
- **Development of communications tools**, including research (surveys, focus groups, reports), narrative development as well as digital and physical communications materials

## Reference projects:

- **Public affairs campaign lead** of Amazon's EU elections campaign 2024, including messaging and engagement strategy for political parties, EU commission, multipliers and media. Public reference: [Campaign speech](#) by Amazon Retail VP, [brochures](#)
- **SME Ambassador for Amazon**, advocating for better SME policymaking in Europe with EU and international partners. Public references: [Speaking engagements](#) at the OECD, Lisbon Council, WeGate, CEA-PME and others
- **Creation of political social media campaigns** at Amazon in cooperation with associations. Public references: [VAT campaign](#), [VBER campaign](#)
- **Customer research and research management** via multiple large scale surveys and focus groups at Amazon and collaboration with research organizations for reports
- **Creation of reputational campaigns** for Amazon's small business programme based on reputational research, including small business stores, support programmes and PR. Public reference: [Amazon Small Business storefront](#)
- **Operational B2B marketing** as head of Marketing for Amazon Marketplace Germany responsible for mailings, website, sales events, brochures and merchandise. Public reference: [German Amazon Marketplace website for sellers](#)
- **Event development and management** of the German Amazon Marketplace's largest small business event "Go Beyond", reaching record attendee satisfaction
- **Brand development** at the solar company Inventux, including brand concept, international fair booths and brochures. Public reference: [Brand concept video](#)
- **Development of a local communications toolkit** for the United Nations Development Programme, facilitating PR for dozens of local teams.

## Testimonials

### **Alexander Wilkoszewski, Senior Manager Marketplace Programmes at Amazon:**

*"Anna re-designed marketing for Amazon Seller Services in Germany, basically fully professionalizing our approach and bringing it to a completely new level, showing in its strong results regarding seller insights and engagement. Anna has strong communication skills, is eager to not only present, but also fight for her new ideas, where her structured thinking, a high energy level, and trustworthy and hands-on attitude make it easy for her to gain followership."*

### **Marco Bianchini, OECD Economist and Coordinator of the "Digital 4 SME" initiative:**

*"Anna has been responsible for Amazon's involvement in the initiative, contributing as a partner to its development and success in helping to shape global policy discussion on the topic of digitalisation of Small and Medium Enterprises (SMEs).(...) She has a deep understanding of e-commerce and business digitalisation issues, coupled with a strong experience in navigating through regulatory and policy circles with a productive and straightforward style."*

# Project Management

## How I can help you:

I can develop and manage projects or programmes that require the ability to manage complexity, make senior management decisions or entrepreneurial acumen:

- **Development of projects**, including goal-setting, establishment of project governance, budget management and tracking
- **Management of projects** including complex team management (multiple reporting lines, functions or geographies) and environments with decision-making ambiguity
- **Improving the productivity of your business** through digitalization, content and knowledge management, process and approvals management, and trainings

## Reference projects:

- **Public affairs campaign lead** of Amazon's first EU elections campaign, including management of 50+ public affairs and PR team members, political consultancies and creative agencies across 8 workstreams in 11 countries (see above).
- **Start to launch management** of Amazon's first SME digitalization programme with "Quickstart Online" in Germany, including team and agency management of 20+ cross-functional team members in an ambiguous decision-making environment (see above). Public reference: [Quickstart Online page](#)
- **Creation of marketing function** at the German Amazon Marketplace in Germany, including set-up of clear reporting and responsibilities in an ambiguous matrix organization, asset libraries, process standardization and reporting mechanisms.
- **Introduction of knowledge and project management** at Amazon by creating shared online content libraries, Wikis, toolkits, standardized processes and results reporting, and file collaboration systems, boosting productivity of the team.
- **Organization of 20+ large scale events** and international fair booths for Amazon and Inventux, improving attendee satisfaction, reputation and sales conversion.

## Testimonials

**Constantin Gissler, Director General DOT Europe:** *"Anna has a drive for ownership and a natural bias for action (...). Anna is also a star in shaping processes and mechanisms that help teams being accountable and getting things done. (...) Anna is the diving deep type and you never get anything half-baked from her - a reliable and also fun colleague you want to have on your team!"*

**Charlotte De Jaegher, Operational lead Leuven 2030:** *"Anna stands out as a professional who gets things done whilst raising the bar on the results she achieves. If you are looking for a skilled professional to make your high level ideas concrete and improve them along the way, Anna will be a perfect fit."*

**Ben Baruch, Head of Economic Policy at Amazon:** *"Anna is a great person to have on your side when designing new projects, as she's an excellent communicator, formidably well organised and will always come armed with fresh ideas as to how things can be improved."*

**Merijn Schik, Senior Manager Public Policy Benelux at AWS:** *"Anna has superb organizing skills, is both strategic and hands-on, and couples a get-done work mentality with a great personality."*

**Marco Bianchini, OECD Economist:** *"In the five years we have worked together, she has never missed a deadline, managing complex processes effectively and creatively, always ensuring high quality outputs with a detail-oriented mindset."*

# TERMS

## Fees

Service	Fees (excl. VAT)	Contract required?	Payment
Hourly consulting	300€/hour and 250€/hour for 4+hours	No	Upfront via <a href="http://www.anna-klissouras.com">www.anna-klissouras.com</a>
Project	negotiable fixed fee or strategic partnership	Yes	Split payments 30 days after every month of project

## Conditions

- Taxes:** All rates quoted are net of VAT or other taxes.
- Payment:** Payments are due upfront for online bookings or 30 days after reception of invoice unless otherwise agreed.
- Travel costs** are not included in agreements, unless explicitly stated. If travel is required, it will be charged at a lump sum of 1.000 Euros for a two-day trip within Europe plus 300 Euros for each additional day. Travel costs outside of Europe will be agreed individually.
- Termination of contracts by the client** prior to the start of the project will result in a 50% refund by the consultancy of the work order amount. Terminations after the start of the project will not be refunded.
- Non-delivery of the work order by the consultancy** will result in a 100% refund by the consultancy of the work order amount. Part-delivery of the work order by the consultancy will be partly refunded based on the amount of work delivered.
- Work hours** are Monday to Friday, 9:00 to 18:00 central European time by default, unless otherwise specified in the work order.

## How I work

- Free sample work:** For projects, I will provide a free intro call and concrete project proposal and mention relevant experiences before you start paying for my services.
- Fast response times:** I will respond via email within a day. For urgent support needs, you can contact me on WhatsApp.
- Optimized workspace:** By default, I will work with you online, using online meetings, an online file sharing and document collaboration system, an online booking calendar, email and WhatsApp for emergencies. I will provide meeting invites, a file sharing system and a booking calendar to the client using Google tools or use the client's tools if preferred.
- Transparent documentation:** I will provide project proposals and deliverables in an analytical document format, and project trackers via an online project management tool, unless other formats (PPT, Excel) are preferred by the client. I will provide all relevant project documents and meeting notes in a jointly accessible online drive in addition to email. All documents will have time stamped and version controlled naming to avoid ambiguities.
- Continuous improvement:** I will proactively seek feedback from project partners throughout the project as well as in a dedicated review session at the end of the project.

## Next steps

- ➔ Read more on [www.anna-klissouras.com](http://www.anna-klissouras.com)
- ➔ Schedule a free intro call at [www.anna-klissouras.com/book](http://www.anna-klissouras.com/book)

