

HPW INSPIRING WOMEN SERIES:

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Questions:

1. Tell us a little bit about yourself and your upbringing in Australia. What ultimately brought you to New York City?

As a Greek-Australian, my background is deeply rooted in the perseverance and determination of my parents. My father arrived in Australia during a period of opportunity for skilled and unskilled workers in the early 1960s — and it was through sheer grit and hard work that my parents built successful businesses from the ground up. This instilled in me a strong sense of entrepreneurship and the belief that one can shape one's own destiny through determination. My passion for the creative arts, particularly reading and writing, blossomed under the guidance of a nurturing teacher during my formative years. Even today, I maintain an avid interest in fiction and non-fiction literature, as well as a love for visiting galleries and museums, as they offer a window into the perspectives and experiences of others.

As I progressed through high school and university, I found myself drawn to the field of business, and pursued majors in Human Resources and Marketing at Swinburne University. My early career was spent in various roles within the telecommunications industry, honing my skills in HR. However, it became clear to me that my true passion was marketing, and I sought opportunities to pursue this path.

Over the course of my career, I've held various roles in the technology industry, including positions in product marketing, customer marketing, and integrated marketing — primarily working in Silicon Valley in startups and established businesses.

I moved to New York City at the tail-end of the pandemic. After eight years in San Francisco, I was craving a more vibrant and diverse city, and it has not disappointed me. I currently lead marketing for an employee communications cloud provider.

2. Describe what led to your passion for a career in marketing.

My passion for marketing wasn't ignited by a singular moment but evolved through a growing fascination with how businesses connect with customers. As a teenager, watching my parents interact with customers in their businesses piqued my curiosity about the strategies behind those interactions.

In my career, I see myself not just as a creative focusing on brand affinity but as a strategic thought partner to building the business in measurable ways. I enjoy closely collaborating with Sales, Customer Success, and Product. Marketing, for me, is about understanding four critical components:

Acquisition: How do you find new customers?

Activation: How do you get new customers to use your product or service?

Retention: How do you keep your customers coming back for more?

Referral: How do you encourage your customers to refer your product or service to others?

What excites me about marketing is the perfect blend of science and creativity. On one hand, there's the analytical side—understanding customer behavior and measuring the effectiveness

of campaigns. On the other hand, marketing is about crafting compelling narratives that resonate with people. It's a field that is constantly evolving, demanding continuous learning and adaptation, which keeps me both challenged and engaged.

3. Tell us about your proudest accomplishment and one which you plan to achieve in the future.

One of my proudest moments was recently stepping outside my comfort zone entirely. I've always been fascinated by broadcast media presenting, but never considered it for myself. So, I set a goal to learn the ropes and actually ended up hosting a live event for over 2,000 internal communications professionals. As part of this live broadcast, I also conducted a 40-minute interview with famed organizational psychologist and New York Times Bestselling Author Adam Grant. This experience reaffirmed my passion for using communication to connect with audiences on a broader scale. It reminded me of the importance of taking risks, I was really anxious because I was a broadcast media novice. I felt the fear, and did it anyway, and with the right guidance, application, and training I persevered. While there are definitely areas I could improve upon, overall, I'm content with the outcome and I'm excited to leverage these skills and learnings as I move forward in my career.

4. What advice would you give to professional women today, and women who are seeking a leadership role in marketing?

My biggest piece of advice is to embrace a "learn by doing" mentality. Don't be afraid to step outside your comfort zone and take on challenges, even if you don't have all the answers upfront. The best way to learn is by doing, and most workplaces offer opportunities to grow beyond your initial role description.

Expand Your Skill Set: The job is what you make it. Look for opportunities within your current role to become a subject matter expert or gain new skills. Volunteer for projects outside your normal scope or raise your hand for stretch assignments. This proactive approach demonstrates initiative and sets you apart.

Have a North Star: Always have what you're optimizing for at the forefront of your career decisions. For me, I'll ask myself, am I rewarded, respected, and challenged. Am I feeling rewarded (both financially and intrinsically)? Do I have a seat at the table and feel respected for my contributions? Am I constantly challenged to learn and grow? These questions can help you gauge whether your current role is propelling you forward. If not, it might be time to seek new opportunities that offer these elements.

5. Who has inspired you the most in your life?

I'm inspired by a woman I've never met. Despina Gemitzoglou, my great-great grandmother, was ahead of her time, born in Adana, Turkey, she was a midwife and medical doctor, and earned her qualifications during a time when women had no agency or access to education. She was born in a country and time when the value and voices of women were often overshadowed. She continues to inspire me as do the many women and men I've encountered throughout my career and personal life that uplift me, and provide opportunities for me to learn,

and grow.

6. Tell us more about the family memoir you are currently drafting. What motivated you to chronicle such stories?

These stories must be told and immortalized. It's a very visceral feeling for me, and I feel in many ways we have a duty of care to preserve these stories to maintain our cultural significance. Chronicling my family's history allows me to honor the legacy of those who came before me, ensuring their struggles and triumphs are not forgotten. The process of writing this memoir is also deeply personal, helping me connect with my roots and understand the resilience and values that have shaped my identity. It's an homage to the past and a gift to future generations, providing them with a sense of belonging and continuity.

7. What impact has your Greek heritage had on your personal life and career?

My Greek heritage has profoundly shaped my personal and professional life. The rich traditions, culture, cuisine, and faith instilled in me a strong sense of community, hospitality, and hard work. In many ways I feel it is the Greek values of respect and resilience that guide me daily, enriching my life and making me a more compassionate and driven individual.

8. Please add any professional or personal advice which we have not covered that you deem significant.

[See Response to Q4 Above]

**WHO HAS INSPIRED YOU IN YOUR CAREER? LET US KNOW AT
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