



Manolis Vitetzakis

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SUMMARY

Dynamic and results-driven senior business development and investment professional with strong expertise in investment origination, strategic expansion, and international market development. Proven ability to lead complex, high-value initiatives, from opportunity identification to deal structuring and closing. Highly experienced in building and managing strategic partnerships across public and private sectors to drive growth and market access. A commercially minded solution maker with advanced negotiation, leadership, and analytical capabilities. Trusted to represent organizations at senior level, delivering sustainable growth, investor confidence, and long-term portfolio value.

PROFESSIONAL EXPERIENCE

Head of Business Development & Strategy

03/2026 - Present

Vakon Group of Companies

Responsibilities & Achievements

- Shape and lead the Group's Business Development & Growth Strategy, defining strategic priorities, commercial objectives, target markets, and expansion initiatives to drive sustainable growth and strengthen market positioning.
- Drive the commercial strategy of the Group's real estate portfolio, supporting project positioning, pricing strategy, go-to-market planning, sales performance, and the development of targeted investor propositions.
- Build and expand an international network of investors, investment advisors, real estate partners, agents, and strategic stakeholders, strengthening the Group's access to international markets and investment channels.
- Lead Investor & Partner Relations, developing long-term relationships with key partners and investors
- Identify and activate new markets, distribution channels, and strategic partnerships, with particular focus on attracting international investment into the Greek real estate market.
- Develop and implement market-entry and expansion strategies, assessing market potential, investor demand, competitive dynamics, and emerging opportunities to support informed strategic decision-making.
- Design and negotiate commercial frameworks and strategic cooperation agreements

Special Advisor & Council Member

12/2025 - Present

National Council for Research, Technology and Innovation – NCRTI

Ministry of Development of Greece

Responsibilities & Achievements

- Serve as Special Advisor and Council Member to the National Council for Research, Technology and Innovation, providing high-level advisory support on Science, Technology and Innovation Diplomacy.
- Advise on the strategic positioning of STI Diplomacy as an emerging national policy domain linking innovation, research excellence, international cooperation, and economic development.
- Contribute to the shaping of Greece's policy architecture for STI Diplomacy, including strategic orientation, institutional framework, and implementation logic.
- Support the design of policy recommendations aimed at strengthening Greece's international presence through science, technology, research, and innovation collaboration.
- Develop and propose strategic approaches for connecting Greece's research and innovation ecosystem with foreign policy, economic diplomacy, talent attraction, and international competitiveness objectives.

PROFESSIONAL EXPERIENCE

Head of Business Development

03/2025 -02/2026

Mercan Capital Greece

Mercan Group of Companies - International Investment Fund

Responsibilities & Achievements

- Expand Mercan Capital Greece's investment portfolio by identifying, evaluating, and negotiating real estate and investment opportunities, supporting asset growth and strategic diversification.
- Develop and strengthen strategic partnerships with developers, institutional stakeholders, and international partners to drive market expansion and deal origination.
- Lead deal execution and investor engagement, structuring, closing, and presenting investment opportunities to investors to drive capital inflows and portfolio performance.
- Represent Mercan Capital Greece at high-impact international events, identifying and participating in strategic forums, and designing and executing roadshows and targeted events in key markets to enhance visibility, investor engagement, and deal flow.
- Design and implement business development strategy across target markets, aligning investment priorities, partnership development, and investor outreach with the company's growth objectives.
- Conduct market intelligence and feasibility analysis on new geographies and asset classes, providing strategic input on risk, returns, and investment positioning.
- Oversee go-to-market strategy for investment products, including positioning, value proposition development, and coordination with marketing and sales channels.
- Manage public and governmental affairs, engaging with ministries, public authorities, and institutional stakeholders to support investment facilitation, regulatory alignment, and strategic initiatives related to international investment and economic development.

Advisor to the Deputy Minister of Foreign Affairs

07/2023 - 06/2025

Ministry of Foreign Affairs of Greece

Deputy Minister of Foreign Affairs for Economic Diplomacy & Extroversion

Responsibilities & Achievements

- Project Management: Managed a portfolio of national and international projects, such as the Astypalea Smart & Sustainable Island project, coordinating stakeholders and solving daily challenges.
- Bilateral Collaborations: Developed concepts and executed the projects for initiatives like the GR-TR Hackathon 2025, innovation competition (Concept/Idea & Competition Creator)
- Investment Promotion: Authored the Investment Guidebook targeting investors, focusing on high-tech and innovation sectors.
- Investments Management and Consultation: Provided strategic guidance and tailored solutions to attract, manage, and optimize investment opportunities across diverse sectors. Provided technical and financial investment advisory for global investment firms from USA, UAE, China, Saudi Arabia and many other countries.
- Strategic Planning: Prepared and organized the Deputy Minister's program for major conferences and events such as COP28 in the UAE and Thessaloniki International Fair 2024, including meetings with key international stakeholders.
- Economic Diplomacy & Business Missions: Organized 20+ business missions, Conferences and Forums globally and especially to Saudi Arabia, UAE, Kosovo, Serbia, Turkey and India, facilitating over 1,500 B2B meetings that resulted in agreements and collaborations across various sectors.
- Policy Development: Conducted studies on strategic investments, economic diplomacy, and international issues
- Authored a strategic study on attracting foreign direct investments to Greece's business parks. This included actionable proposals to enhance their appeal and the identification of strategic locations.
- Economic Diplomacy Strategy: Contributed to the design of Greece's Master Plan for Business Missions, establishing a structured approach to maximize the effectiveness of international missions.
- Represent the Ministry of Foreign Affairs in high-level economic diplomacy initiatives, identifying priority markets and sectors, shaping mission agendas, and driving trade, FDI, and strategic partnerships.

PROFESSIONAL EXPERIENCE

Business Development Manager

03/2023 - 09/2023

AETHON Engineering

Responsibilities & Achievements

- Business Development & Corporate Strategy
- Global Strategy Development and Corporate Expansion
- Innovation Management: Delivered business plans and strategy for cutting-edge projects
- Event Management for Impact Maximization
- International Growth: Negotiated contracts and managed M&A opportunities
- Stakeholder Engagement
- Strategic Planning: Provided business and financial plans tailored to diverse industries

International Business Development Consultant

11/2022 - 03/2023

Planet SA

Responsibilities & Achievements

- Strategic Multi-Stakeholder Collaborations: Designed and facilitated partnerships involving diverse stakeholders, including government entities, private corporations, NGOs, and academic institutions, for high-impact EU and World Bank-funded projects.
- Project Management & Donor-Funded Project Oversight
- Project Acquisition: Identified and secured high-value opportunities with EU, World Bank
- Comprehensive Budget Oversight: Managed multi-million-dollar project budgets
- Contract Negotiations: Led complex discussions to finalize contracts and agreements

Business Development Manager

02/2022 - 11/2022

Holistic Consulting Company

Responsibilities & Achievements

- My mission was to build and develop the company by designing its organizational plan, establishing its structure, defining service offerings, and formulating a strategic framework for sustainable growth and success, which I successfully accomplished by the end of the contract-based agreement
- Business Development & Growth: Strategic planning and execution
- Corporate Affairs & Partnership Management
- Business Management & Administration
- Financial Management & Control and Annual Budgeting

Business Development Consultant

04/2021 - 02/2022

Break Even Consulting Company

Responsibilities & Achievements

- Project Excellence: Successfully managed and delivered high-value EU and nationally funded projects, with a cumulative funding exceeding €10 million, ensuring timely and impactful results for stakeholders.
- Proposal Development: Secured funding for the company for over 15 successful projects by writing and developing winning proposals in innovation, technology, entrepreneurship and finance sectors.
- Advisory Expertise: Provided comprehensive techno-economic consulting services in technology, finance, innovation and entrepreneurship
- Business Consulting Engineer: Designed, planned, and managed projects such as business plans, innovation challenges, across key sectors like innovation, technology, finance, and entrepreneurship, delivering significant added value to the company.
- Project Management: Specialized in managing the design, financing, and implementation of investments, innovation, and entrepreneurship projects.
- Strategic Business Development: Developed strategies for business growth, established strategic partnerships, and created roadmaps to align objectives with long-term goals.

PROFESSIONAL EXPERIENCE

Business Development Manager

09/2019 - 09/2020

Hellenic Association for Energy Economics - HAEE

Responsibilities & Achievements

- Directed the planning, execution, and management of major conferences and events with international exposure
- Developed and strengthened strategic partnerships to support business growth and enhance the company's reputation in the energy and sustainability sectors.
- Conducted market analysis and identified new business opportunities to align with the company's strategic goals.
- Collaborated with cross-functional teams to ensure the seamless execution of projects and alignment with organizational objectives.

Business Development Associate

04/2018 - 11/2018

Interlogic SA

Responsibilities & Achievements

- Innovative IT Solutions: Developed and implemented tailored business solutions, meeting unique client needs and achieving high customer satisfaction.
- Client Retention: Fostered long-term client relationships through proactive engagement and delivery of value-driven services.
- Needs Assessment and Strategic Solutions: Conducted thorough needs assessments and unlocked opportunities by crafting tailored terms and service agreements
- Customer-Centric Approach: Analyzed and addressed prospective customer needs
- Sales Planning: Conducted budgeting, forecasting, and strategic planning
- Corporate Affairs Management
- Effective Communication: Delivered compelling business proposals and presentations to clients

EDUCATION

MSc in International Negotiations

Athens University of Economics & Business

Grade: 8/10

Master in Business Administration, MBA

Master's degree with specialization in Finance & Accounting

University of Piraeus

Grade: 9/10

Master Engineering in Information and Communication Systems, MEng ICT

University of Aegean - Polytechnical School of Engineering

Grade: 7/10

LANGUAGES

Greek

Native or Bilingual Proficiency

English

Full Professional Proficiency - C2 Level

ORGANIZATIONS

OEE - Economic Chamber of Greece

Certified Economist - Member of the Chamber

TEE - Technical Chamber of Greece

Certified Engineer - Member of the Chamber