

**Eleftherios Xydas**  
CHIEF EXECUTIVE OFFICER



| Email | [e.xydas@swissmedinvestments.com](mailto:e.xydas@swissmedinvestments.com)  
| phone | +41 78 225 8625  
| linkedin | [linkedin.com/in/eleftherios-xydas-98b8b71](https://www.linkedin.com/in/eleftherios-xydas-98b8b71)

**EXECUTIVE PROFILE**

Strategic and results-oriented executive with a strong entrepreneurial mindset, experience and international awards in digital projects, business development and entry into new markets. Proven ability to identify opportunities, transform ideas into actionable strategies and guide projects from concept to execution. Combines business thinking with a practical understanding of international market needs, new technologies and customer needs. Focusing on creating new opportunities, sustainable growth, operational efficiency, and generating fair performance results.

**EXECUTIVE EXPERTISE**

- Business Strategy
- Business Development
- Growth Strategy
- Operations
- Strategic Partnerships
- Team Leadership
- Negotiation
- Customer Strategy
- Technology & Innovation
- Use of digital technologies

**PROFESSIONAL EXPERIENCE**

Mediterranean Investments S.A. (*UAE & Switzerland group of companies*)

Co-founder and Business Consultant.

2023–Present

- Defined and executed the company's growth strategy
- Participated in the company's strategy and the development of actions in operations and acquisitions.
- Led the company's business orientation and the approach to new revenue opportunities and strategic partnerships.
- Oversaw budgets, operational performance, and key business metrics
- Led digital transformation initiatives and product development
- Increased annual revenue by **30%**
- Expanded the customer base by **65%**
- Reduced operating costs by **22%**
- Built and managed a group of associations in **3 continents** (Europe, Middle East, Africa)
- Launched **3 new revenue streams**

### *Previous professional employment*

|                                                                                                           |                                                                                                |                                                                                              |
|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Med Asset Management<br>(Hellas)<br>Co-founder and C.E.O.<br><br>2020–2026                                | Dinastia Trade<br>(Hong Kong, Middle East, Africa)<br>Trade in specific goods<br><br>2018–2020 | Vision Development (Hellas)<br>Director, Project and facility<br>management<br><br>2012–2017 |
| Ideal Group<br>(Hellas, Cyprus)<br>Creative Director, Project and<br>facility management<br><br>1997–2003 | Cyberview / Cybertechnics<br>(Hellas)<br>Founder, Art Director<br><br>1996–2012                | TDES / G&K<br>(Hellas, Belgium)<br>3D graphics<br><br>1994–1995                              |

### **SELECTED ACHIEVEMENTS**

#### **International distinctions**

Awards and distinctions from bodies and organizations such as UNESCO for the development of state of the art projects.

#### **Business Growth**

Led initiatives that generated € eight-digit results in additional annual revenue.

#### **Market Expansion**

Identified and developed new market opportunities resulting in the growth and achievement of the company's annual goals.

#### **Team Building**

Combined and coordinated the collaboration of a multicultural and diverse group of collaborators and partners between Europeans, Arabs and Africans.

### **BOARD & LEADERSHIP**

- Board Member —> Mediterranean Investments S.A., Switzerland
- Founder —> Cyberview Ltd, Hellas  
Med Asset Management IKE, Hellas
- Advisory Board —> Vision Development Ltd, Hellas
- Strategic Advisor —> Mediterranean Investments S.A., Switzerland  
Lugano Gold General trade LLC, UAE  
Cybertechnics Ltd Hellas

## EDUCATION

National Kapodistrian University of Athens,  
*BSc Department of Communication and Mass Media*  
1994-2004

Wavefront (Alias | Wavefront)  
*Computer graphics platform seminars*  
1995

Parcers  
*Computer graphics*  
1994

Hellenic Center of Productivity  
*Programming / Analysis, Costing of projects and products*  
1993

## LANGUAGES

Greek, **Native**  
English, **B2** (upgraded to a C1 level)  
German, **A2** (upgraded to a B1 level)  
French, **A1** (upgraded to a A2 / B1 level)

## AWARDS & DISTINCTIONS

UNESCO Mobius *2007 Montreal*  
E.K.Π.A. / N.K.U.A. *2006 Athens*  
National Kapodistrian University of Athens  
Web Art Design *2000 London*