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Dr. Nikolaos Dimitriadis is an award-winning communications professional, educator and consultant.

Dr. Dimitriadis is the author of the book "Neuroscience for Leaders: A Brain Adaptive Leadership Approach" and spoke at TEDx University of Strathclyde for the urgent need for Brain-Based Communication. He is a certified Neuromarketer and contributor to the Neuromarketing Manager Program at Hamburg Media School.

He's worked with IKEA, IBM, Nestle, Coca Cola, Holcim, Pierre Fabre, USAID and others and is a mentor of start-ups at the ICT HUB, Belgrade, Serbia. He has received both his PhD and MBA from The University of Sheffield and is currently the Development Director at The University of Sheffield International Faculty, City College.