



# CONSUMER CENTRICITY

IN A TRANSFORMATIVE ERA

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**BUSINESS  
TRANSFO  
RMATION IS  
A MATTER OF  
SURVIVAL**





**MAIN DRIVER**

**MEET  
CONSUMER  
CHANGING  
NEEDS**

A close-up photograph of a woman's hands holding a smartphone. She is looking at the screen, which displays a social media or messaging interface. The background is blurred, showing other people in a public setting. A dark grey rectangular box with a teal border is overlaid on the top left of the image, containing the text 'AIMING TO BECOME CONSUMER CENTRIC'.

AIMING TO BECOME  
**CONSUMER CENTRIC**

# 7

**TIPS  
TO SUCCEED  
IN CONSUMER  
CENTRICITY**



**#1**



**PURPOSEFUL CHANGE**

BASED ON CONSUMER NEEDS

**BELIEVING**

IN DELIVERING TO A PURPOSE

**#2**

**PRESERVE**

**AGILITY**





**HOW  
SUSTAINABLE  
IS YOUR  
BUSINESS  
PLAN?**



**#3**

**LISTEN TO  
CONSUMERS**



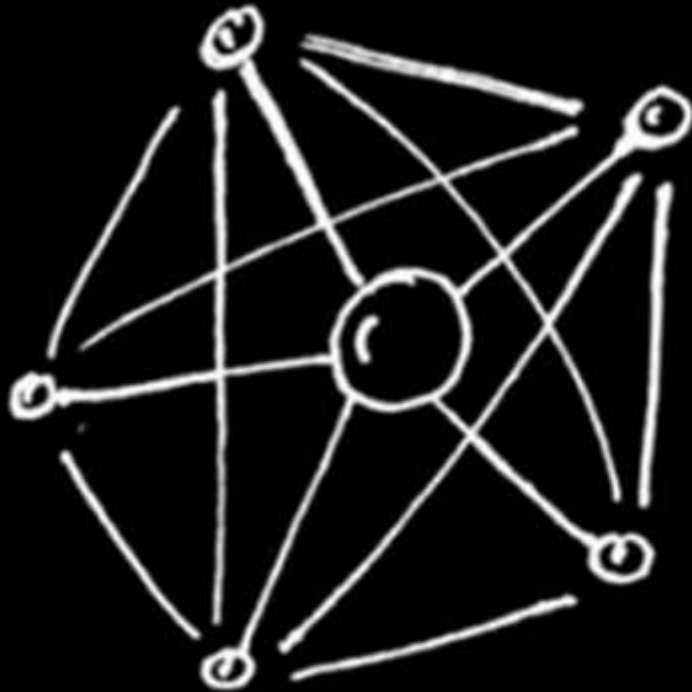


# BIG DATA MANAGEMENT

A blurred, high-angle shot of a modern, brightly lit hallway with a polished floor. A group of people is walking away from the camera, their figures softened by motion blur. The ceiling features recessed rectangular light fixtures. The overall atmosphere is clean, professional, and dynamic.

**#4**

**A PROJECT  
BASED  
ORGANIZATION**



**COLLABORATION**

**IS KEY TO  
SUCCESS**

**#5**

**LOOK FOR  
CONTINUOUS  
IMPROVEMENTS**

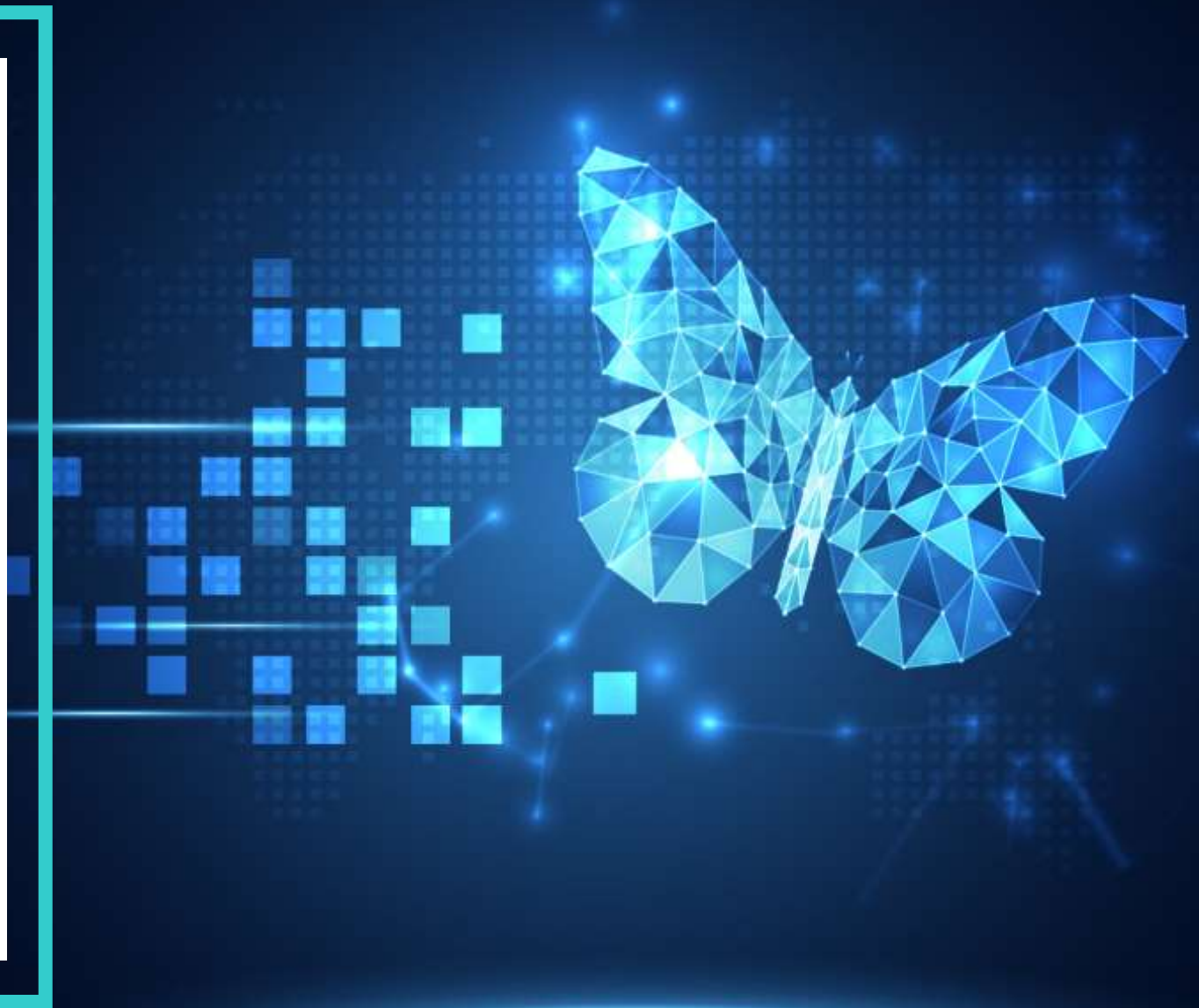
**FAIL  
FAST**



**RESPOND  
FAST  
AND  
ADAPT**

**#6**

**TIME FOR  
DIGITAL  
TRANSFOR  
MATION**



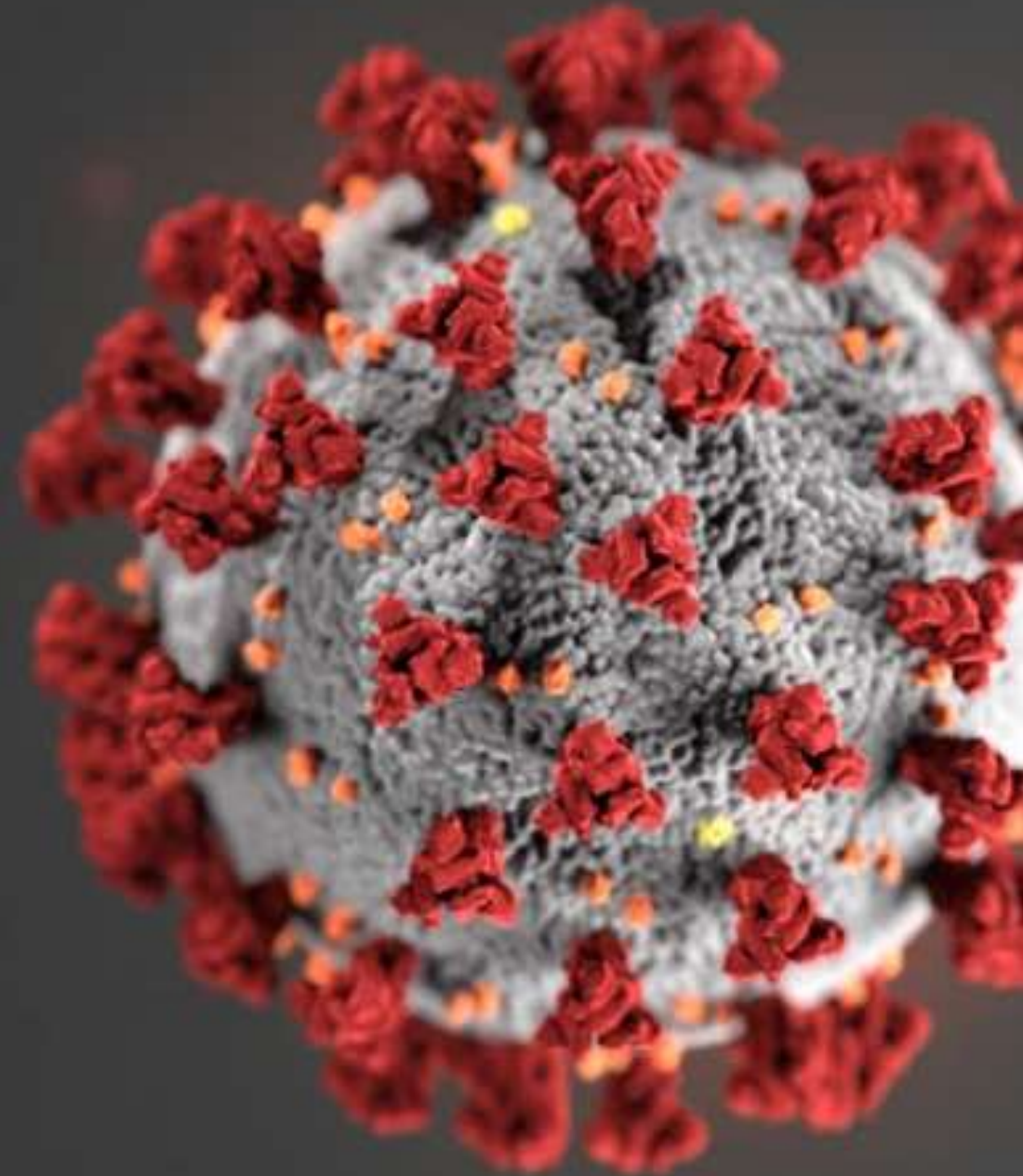


Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19





govgr

Οικογένεια

Πολίτης και  
καθημερινότητα

Υγεία και Πρόνοια

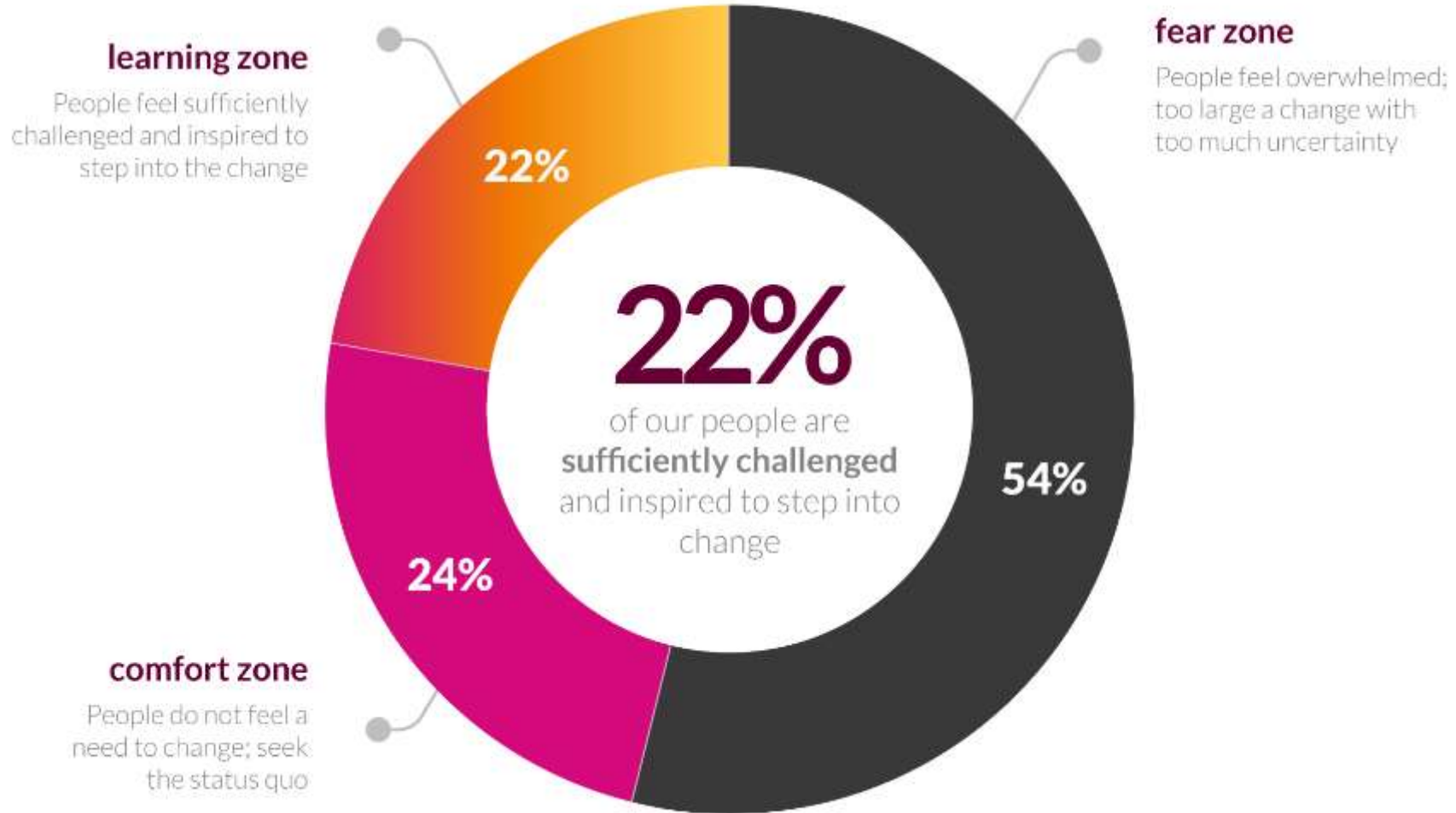
Εκπαίδευση

**#7**



**SHIFT YOUR  
ORGANIZATIONAL  
CULTURE**

# READINESS TO CHANGE



COMPANIES DON'T  
CHANGE INDUSTRIES.

**PEOPLE DO.**

ΑΛ  
ΛΑ  
ΖΟΥ  
ΜΕ

// #prostokalytero



ΠΑΠΑΣΤΡΑΤΟΣ

ΕΤΑΙΡΙΑ ΤΗΣ PHILIP MORRIS INTERNATIONAL

