



Sofia Lazaridou, Head of the GNTO Office in Serbia

Sofia Lazaridou was born in Athens, Greece, and studied Economics at the University of Athens. She also holds a Certificate from the National School of Public Administration, and a Master of Science in Tourism Marketing from the University of Surrey, UK. She speaks English, French and Italian.

She has an extended experience as a Senior Officer within the Greek National Tourism Organization (GNTO) having served as Director of Advertising and Market Research, PR and GNTO Offices Abroad. From Sept. 1998 - Feb. 2005 she was appointed, as a deputy director, at the GNTO Office in UK. She has also served as Director of Quality Control & Market Supervision, and Administration. From May 2015 she has been appointed to the GNTO Office in Serbia.

Sofia Lazaridou has accumulated valuable experience coordinating and managing various projects of the Organisation, in collaboration with other authorities, associations and companies from the public and private sector, regarding advertising and pr activities, human resources and the operation of GNTO Offices abroad.