

ATHINA VORILLAS -- BRIEF BIO

Athina Vorillas, a Greek New Yorker, is an authority on the art of promotion, public relations and interactive business solutions and e-marketing strategies. Currently she is **Director of Public Relations for the Athens Tourism and Economic Development Agency** in Athens, Greece, working with a dynamic team to help make Athens a leading European city tourism destination.

An international media consultant and U.S.-seasoned journalist, Ms. Vorillas boasts a mammoth database of contacts worldwide, a network she has cultivated through her 12 years of experience working in media outlets such as *The New York Times*, *Columbia Journalism Review*, *Antenna Television*, *Kathimerini*, *Vogue Hellas* and others.

Prior to joining the Athens Tourism Economic Development Agency, she was **Director of New Business Development (2001-2006)** and **Senior Account Executive** for **KB Network News**, a leading U.S. Public Relations firm specializing in the food, luxury hospitality and lifestyle industries.

From 1996-2001 she was reporter, producer and lifestyle host for **Antenna Satellite Television and Radio**, broadcasting to the national Greek-American community in both languages and producing two television lifestyle series, **The Greek Palate** and **Greek. In Style**.

As a journalist, one of the most challenging stories Ms. Vorillas had to cover was the attack of the **World Trade Center on September 11th, 2001** and the subsequent anniversary.

A native New Yorker, Ms. Vorillas is not new to the Athens workplace. In 2003-2004 she took a brief hiatus from KB Network News to work for **NBC Olympics** in Athens as **Assistant Supervisor-International Broadcast Center**.

In February 2001, Ms. Vorillas was named "**Woman of the Year**," by the women's division of **AHEPA**, one of the Greek-American community's largest organizations. And, in June, 2003, Ms. Vorillas was featured in U.S. **Marie-Claire** in a feature about ethnicity and body image.

Prior to joining Antenna Television, Ms. Vorillas was **Art Director** at **CMP Media Inc.** (1994-1996) a leading computer-publishing firm in New York. From 1990-1994, she handled promotion and marketing for **The New York Times News Service** and edited articles for **The New York Times Syndicate**.

A graduate of St. John University's Journalism Program, Ms. Vorillas received a **master's degree from New York University's** prestigious **Interactive Telecommunications Program** in May 2000.

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