

Alexandros Kouris is PRC Group shareholder, Executive Director Designate and Head of the Communications Business Unit. In 2000, he co-founded Critical Publics, a group of four communication companies, Critical Publics Athens, Notsquare, Altvision and Critical Publics London. Critical Publics merged with PRC Group - The Management House, in 2004.

Prior to founding Critical Publics, Alexandros had 16 years' experience in senior positions for the Greek and international networks of TBWA, BBDO and JWT, where his responsibilities included account planning, brand imagery research, strategic communication, international account management and advertising agency management. Since October 2006, Alexandros is co-directing the team of consultants assigned to produce Greece's new destination marketing strategy and branding system. He has also co-created "Kerasma", Greece's international culinary ambassador brand.

Throughout his career he advised a number of leaders and carried out important branding, reputation management and strategic communications projects for various organisations in Europe and the Middle East across a diverse array of market sectors and industries.

Alexandros holds a degree in business administration from Deree College, the American College of Greece, and has professional training qualifications from the Chartered Institute of Marketing, and INSEAD.