



Academic Member and Ambassador  
Communication Institute of Greece



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Dr. Damianos Giannakis is an Associate Professor in marketing at Hellenic American University, Nashua, NH.

He holds a Ph.D. in Marketing from the University of Strathclyde, Glasgow, Scotland, UK. He has extensive business experience including 34 years of work in corporate marketing and sales managerial positions in various organizations.

At Hellenic American University, he has been a full-time faculty member since 2004, having served in various administrative positions in parallel to his academic workload. He teaches marketing major courses in the Bachelor of Science in Business Administration (BSBA), Marketing Management courses at the MBA level and finally Sales strategies and Practices at the Master of Science in Sales Management (MSSM) program, that he also administers as Program Director. His research interests include Relationship Marketing, Human Resource Management, Business Partnering. His teaching philosophy incorporates academia and practice as a constructive methodological teaching approach. He applies a constructive learning approach since he strongly believes that students / learners benefit more in constructing marketing and sales knowledge applying learned skills and competences rather than just passively take in information from an in-class presentation.



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