



Academic Member and Ambassador  
Communication Institute of Greece



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Dr. George Kyparissiadis is the Program Coordinator of the MA in Advertising Communications, at the American College of Greece. He holds a PhD in Visual Communications from Panteion University of Social and Political Sciences, a Master's degree in Communication Policies from City University of London and a BA in Business Administration and Marketing from the Athens University of Economics and Business. He gained extensive experience in the advertising industry working as a coordinator for some of the top global agencies in London, including Saatchi & Saatchi, Grey and Starcom, on accounts for the European and the US markets. His academic and research interests focus on the areas of identity, representation and diversity, as well as visual communications. He has also been researching and writing about Diversity Management in Greece. Dr Kyparissiadis is an assistant professor at Deree teaching a variety of topics, including integrated communications and advertising, media planning and digital advertising.



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