

Russia

New colleague: Vangelis Matthaopoulos

Vangelis Matthaopoulos is a Retail, Shopper Insight and ECR market research expert who has recently joined GfK to strengthen the Retail and Shopper Insights team in Russia. Vangelis has worked across Europe, the CEE region and the Middle East over a period of 11 years, consulting with major blue chip FMCG manufacturers and retailers. His experience spans the FMCG, Consumer Electronics and OTC Pharma sectors where he excelled in providing his clients with actionable insights into Shopper Behaviour and Category Management.



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