

NICK DEMOS

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EDUCATOR - ENTREPRENEUR - EXECUTIVE

Dexterous Professor / Global Business Practitioner / Strategic Planner

- **Expertise in international strategic marketing, positioning and policy.**
- **Effective and efficient with voluntary communications and regulated disclosure.**
- **Repeated success coordinating cross-functional/border teams & matching companies.**
- **Practitioner in raising capital with credible relations with institutional investors.**
- **Teacher, researcher and author with vision, determination, tenacity and care.**

Strategic Sustainable Competitive Advantages & Competencies:

- International Marketing Policies
- Global Investment Banking & IPOs
- Investor, Media & Public Relations
- Global Entrepreneur & Trader
- B2C & B2B strategic initiatives
- Adaptable, Inspiring, Different
- Adviser, Coordinator, Unique solutions
- Author, Researcher, Educator

TEACHING EXPERIENCE

PROFESSOR | RYERSON UNIVERSITY | Toronto, Canada (current)

PROFESSOR | SENECA COLLEGE | Markham, Canada (2015-2019)

PROFESSOR | BROCK UNIVERSITY | Niagara, Canada (2013-2017)

PROFESSOR | UNIVERSITY OF ATHENS | Athens, Greece (2010 -2012)

PROFESSOR | SMU | Singapore, Asia (2008 - 2009)

PROFESSOR | NEW YORK COLLEGE | New York, NY (2004 - 2006)

SENIOR LECTURER | PORTSMOUTH BUSINESS SCHOOL | Portsmouth, UK (2000 - 2002)

LECTURER | YORK UNIVERSITY & SENECA COLLEGE | Toronto, Canada (1988 -1994)

EDUCATION

Ph.D. | HERIOT WATT UNIVERSITY | Edinburgh, UK (2007)

MA Strategic Studies | YORK UNIVERSITY | Toronto, Canada (1992)

MBA | YORK UNIVERSITY | Toronto, Canada (1990)

MA Economics | YORK UNIVERSITY | Toronto, Canada (1988)

BA Business and Economics | UNIVERSITY OF PIRAEUS | Athens, Greece (1985)

PROFESSIONAL EXPERIENCE

ELCA GUIDE Inc, Toronto, Canada, Partner (2019 - today)

- ELCA GUIDE facilitates and helps originate business and profitable trade between Canada-Cyprus-Greece & Europe.

...continued...

- ELCA GUIDE helps Canadian, Cypriot and Greek businesses to expand their operations into Europe and Canada respectively and partner with credible companies, representatives, wholesalers, supply chains and professionals in Europe & North America.
- ELCA GUIDE is an proactive marketing tool for many companies & professionals, that plan to do business, enter markets, and target special audiences and increase their market share on both side of the Atlantic.
- ELCA GUIDE is also a reconnaissance tool for many competitive European companies that like to trade and establish offices and premises on Canadian soil.

NAD LTD, Toronto, Canada, Partner (2013 – 2018)

Develop and implement corporate strategies for Canadian and European companies, to maximize the benefits of the EU-Canada free trade agreement (CETA). Raise private, public and institutional capital for companies. Implement mandatory and voluntary disclosure. Orchestrate and facilitate conferences, meetings and events to increase visibility, educate targets, foster brand awareness, stimulate mergers, and secure relationships and trust.

Selected accomplishments:

- Raised more than \$1.2 bn for listed companies and financed local GTA business with \$500 mn.
- Initiated and completed four cross border M&A deals and listed 2 companies on DB.
- Facilitate the successful entry to Canada of EU companies and to EU of Canadian corporations.

FOCUS MATTER, Hamburg, Germany, Partner (2007 – 2012)

Raised capital for biotech, insurance and alternative energy companies. Implemented after IPO voluntary communication policies to target global fund managers. Coordinated financial reports, compliance, filings and disclosure statements to ensure financial compliance. Completed two cross border M&A deals in the food industry. Advised Russian and Romanian oil companies.

Selected accomplishments:

- Raised \$1bn capital for established and emerging bio companies.
- Coordinated the successful listing of two companies, despite the global financial crisis of 2008.
- Originated and implemented the acquisition of biotech companies in Germany.

ANTENNA MEDIA, New York, USA, Corporate Communications Director (2003 – 2006)

Managed parts of the Marketing, Communication and Media plans. Prepared and filled the mandatory MDA and CR reports to NASDAQ. Organized and implemented proactive roadshows to locate, persuade and motivate potential buyers and qualified investors. Created news releases, media statements, executive speeches, etc.

Selected accomplishments:

- Increased global institutional shareholding by 28%; and stock price from \$9 per share to \$27 per share.
- Increased the sell-side research analyst coverage from 1 to 14 reports, and media reports exponentially.

OTE COMMUNICATIONS | Athens, Greece, Investor Relations Officer (1995-2002)

- Created strategic plans and managed communications for key financial events, mergers, etc.
- Facilitated rapid and effective response to dilute and control misinformation and media noise.
- Managed the cross-border listings and implemented proactive and relationship global road shows and investor and analyst presentations and raised strategic and financial capital.
- Increased the global institutional shareholders from 1% to 20% and the stock performance with 150% return in 2002, sell-side research analyst coverage from 1 to 15 reports and print and digital media coverage globally.
- Increased the sell and buy-side analyst coverage from 7 to 52 reports and participated in 9 offering, 45 relationship and 23 proactive global road shows.

Books

Demos, N. (Forthcoming) "Regulated Disclosure in the Digital Age"
Demos, N. (Forthcoming) "Defending Europe"

Demos, N. (2015) "1071, Strategic Defeats and Shrinkage of Hellenism"
Demos, N. (2008) "Effective Corporate Communication and Voluntary Investor Relations"

Comments on the Geohistoric Book:

"Meticulously researched and well documented military history book that offers very straightforward arguments and a compelling thesis".
"Nick Demos' strategic and geopolitical approach provides a strong and sharp insight and prognostications".
"Thoughtful, insightful, stimulating, engaging and lively".
"The book gives a comprehensive and rigorous account of four strategic battles that shaped Hellas, the Middle East, Europe and the Americas".

Comments on the Communication Book:

"I find it valuable for our stock exchange and for the local market participants also. Why I am saying this is because of the similarities in the type of listed companies on the Bucharest Stock Exchange and Athens Stock Exchange, or, like you say it in the book, of "small capitalization listed firms that struggle to get investors attention". On the other hand, your book is very useful to us as we are permanently trying to improve the CG education level for our firms". Steve Farmache, President & CEO, Bucharest Stock Exchange
"Excellent and practical book for all players in the stock market". Dr. Reto Francioni, CEO, Deutsche Borse
"Your precious book, which will be with great benefit in the global communication field". Jalil Tarif, CEO, Amman Stock Exchange
"This monograph is the most comprehensive and systematic analytical treatment of this very sensitive and important subject for a long time. Thus, it has the potential to become a standard reference publication in this field". Dr. Emiliios Avgouleas, University of Manchester

Published Research

Demos, N. (2013) "Targeting Investors via Proactive Roadshows"
Demos, N. and Marston, C. and Samitas, A. (2011) "Information Asymmetry and Relationship Roadshows"
Demos, N. and Marston, C. (2009) "Visibility via Roadshows for Listed Companies"
Demos, N. and Marston, C. (2007) "Firm Visibility via Group Presentations"
Demos, N. (2005) "Creating an Effective IR Paradigm"

Forthcoming & Working Papers

Demos, N., Leledakis, G., and Travlos, N. "Group Presentations effects on Trading Volume and Stock Price"
Demos, N., and Leledakis, G. "Conference Calls effects on Trading Volume and Stock Price"
Demos, N. "Investor recognition and Analyst following"
Demos, N. "Investor recognition and Media following"
Demos, N. "Media following and media noise"
Demos, N. "Firm Visibility via Dual Listings"
Demos, N. "Raising Capital and Proactive Roadshows"