

Prodromos Monastiridis

Dr Prodromos Monastiridis holds a BA in Marketing from the Technological Education Institute of Thessaloniki (Department of Marketing), a Master of Arts in Marketing and a Master of Philosophy (M. Phil) both for the University of Sunderland.

His M. Phil discusses "*A best practise for New Product Development for the Greek Banking Sector. A Greek - UK comparison*".

His PhD from the Aristotle University of Thessaloniki (Department of Journalism & Mass Communications) researches "Innovation, marketing and non profit organization, the case of Greek cultural organizations" and is one of the first approaches at least for the Greek market to review non for profit organizations with an innovation and marketing scope.

He worked as a marketing consultant in the banking sector, as a lecturer teaching topics such as consumer behavior, market research, advertising, international marketing and as a business consultant

From 2002 he works in Thessaloniki Concert Hall. He is currently Head of the Marketing, Sales, Fundraising and PR Department.