



Vasilis Stasinoulias

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Vasilis is a Senior Professional in Retail ,FMCG,Franchise development, M&A, Fast Restauration, e - Business, Business Development, having more than 30 years of experience.

From 1991 till 2011, he participated in the development of **CARREFOUR GROUP** in Greece, from the very early stages of the launching of **Group PROMODES** in Greece, the buy-out and integration of **PROMODES** by **CARREFOUR**, the acquisition of other super market chains in Greece, the expansion in Balkans and Cyprus, achieving remarkable results in terms of the company's growth..(Carrefour in 2010 was the absolute leader in the market with more than 25% market share , 2,6 billion euros sales ,800 stores of all formats(hypermarkets,supermarkets, convenience and franchise , discount, gas stations, shopping malls ,Financial services, and more than 18.000 employees).

From 1997 till the **Promodes** acquisition by **CARREFOUR**, Vasilis was CEO of **KEAP SA**, a J.V. between **Continent** and **Marinopoulos** (The first Buying and Logistics group in the country) . Suppliers Annual Agreements , Promotion plans, Private label development, integrated logistics services, were the main tasks of **KEAP S.A.**for its shareholders.(**CONTINENT – DIA – MARINOPoulos**).

From 2003 till 2005 Vassilis was appointed **Franchise Group Director**. He developed a 300 franchise stores network under the brands : **Carrefour Marinopoulos**(supermarkets) ,**Carrefour express**(urban proximity) **Smile markets**(Rural convenience).

From 2005-2008 he was Commercial and Supply Chain group Director.

From 2008 he was assigned the position of C.E.O. and Vice President for **CARREFOUR** in Greece, Cyprus and DIA, a member of BOD in Bulgaria and the President of **CARREFOUR Credit** (Joint venture between **Carrefour** and **Credit Agricole Bank**).

In parallel, from 2008 till 2010, he held the leadership of **Carrefour** European FMCG organization (France, Italy Spain, Belgium, Poland, Balkanic countries) coordinating the commercial strategy, the negotiations with multinational suppliers and the best practices exchange, across Europe.

After Carrefour days he has launched and developed a fast restauration chain in Belarus having a **Master Franchise agreement** with **Group Goody s**, one of the largest fast restauration chains in South East Europe, for the development of **Goody s** in the territory.

He is also a business advisor, consulting international funds for acquisition projects in Greece and abroad, but local chains too.

He was from 2016-2020 active in e-commerce sector as : Co-Founder, Shareholder and Managing Partner at **YODA.SA(caremarket.gr)** one of the leading online supermarkets in Greece. **Yoda** during 2018 acquired **caremarket.gr** a competitive online supermarket, creating the second largest online pure player in on line supermarket sector.

January 2020 **caremarket.gr** sold to **Sklavenitis**, the leading Supermarket chain in Greece and Cyprus

He was since May 2020 B.O.D. Advisor for **Asteras** group of Supermarkets(a cooperative with 200 stores and around 500 million euro sales) .

Vasilis was in charge of the organizational, operational and digital **Asteras group** transformation and expansion.

He is currently co founder and **CEO of Retail & more SA** that is the Master Franchisee of Carrefour group in Greece and Bulgaria and develops stores under Carrefour banner

He is also SIA(Senior Industry Advisor) for **EBRD** for Retail

He has been awarded , Manager of the year in 2008 by the Greek Minister of Commerce.

He holds a BA degree in Geology from University of Athens and a Master from INSEAD Paris.

He is married and father of 2 children.