



THE (EASY) JOURNEY
FROM **MODERN ELECTRONIC TECHNOLOGIES**
TO **DIGITAL MARKETING**

June 3, 2024

AGENDA

01

A FEW WORDS...

about me

02

HOW MSC IN MET...

has helped **me** in my business journey

03

HOW MSC IN MET...

can help **you** in your business journey

04

NEVER FORGET WHERE YOU STARTED FROM...

physics is everywhere

05

LET'S KEEP...

in touch

01

A FEW WORDS... ABOUT ME

A Marketing professional & enthusiast, but a Physicist first...

- (Tired) dad of 2 little kids
- Lived/Worked in Athens + Boston
- Holds 1 BSc + 2 MSc
- Diverse working experience (Research, IT, Sales, Marketing)
- Currently, Head of Marketing & Business Development @ Acrossmedia241 (Programmatic, CTV, DOOH Advertising)



02

HOW MSC IN MET...

HAS HELPED **ME** IN MY BUSINESS JOURNEY (I)

I got introduced to...

- Tech and a brand-new Digital World (binary numbers, digital logic, etc.)
- my mentor (Panos Kostarakis)
- Telecommunications and Information Technology principles
- other prestigious research academic & research entities (NCSR Demokritos, NTUA) and respective professionals



02

HOW MSC IN MET...

HAS HELPED **ME** IN MY BUSINESS JOURNEY (II)

It made it easier for me to...

- get my first job in the IT sector
- get accepted in AUEB's MSc in 'Marketing & Communication with New Technologies'
- understand the science behind 'Digital Marketing'
- manage advanced MarTech platforms



03

HOW MSC IN MET...

CAN HELP **YOU** IN YOUR BUSINESS JOURNEY

Many of today's business fields (especially Marketing) rely heavily on...

- Digital Tech & Software (from Advertising to Automation Platforms)
- Test & Measurement (from A/B Testing to Ad Campaign Optimization)
- Math & Data (from Consumer Behavior Analysis to Predictive Modeling)
- Physics & Telecoms (from Location-Based Advertising to Cookieless Targeting)

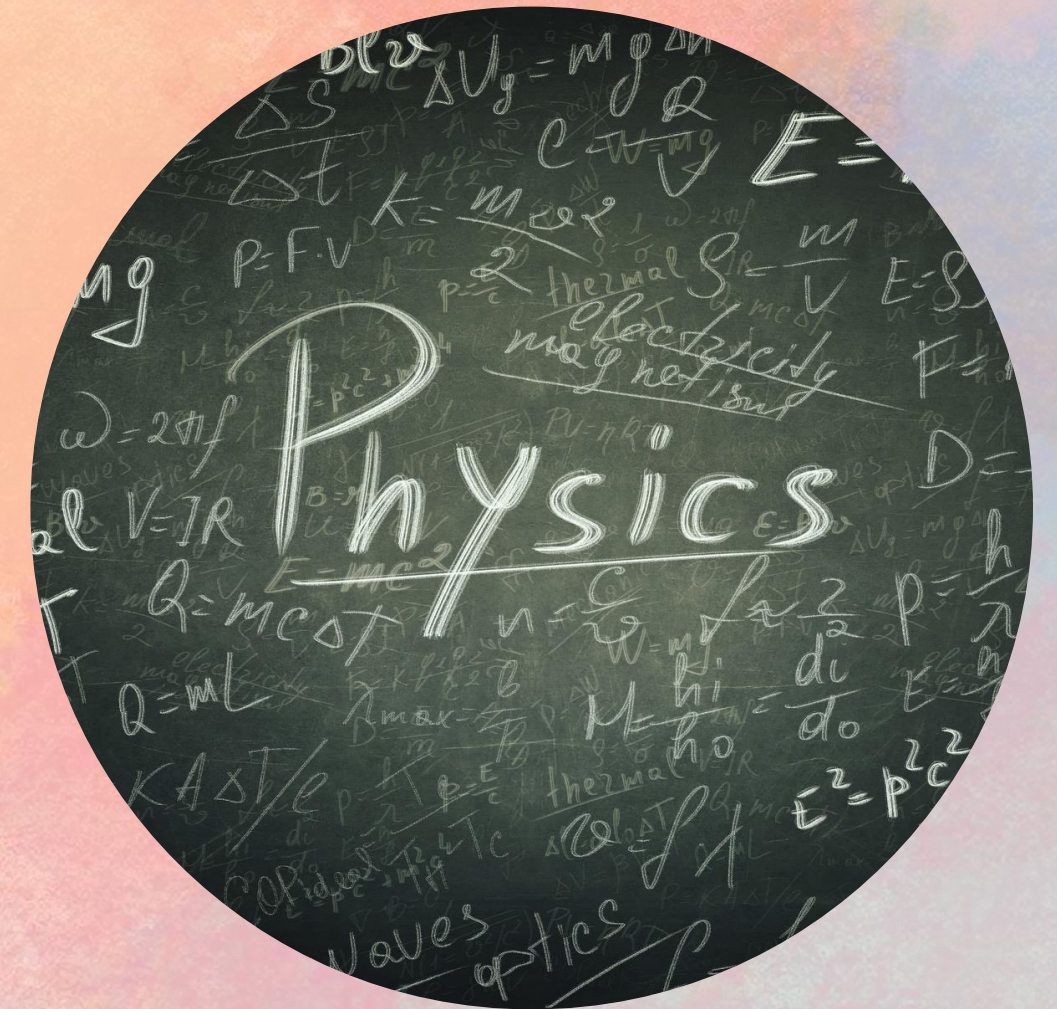


04

NEVER FORGET WHERE YOU STARTED FROM... PHYSICS IS EVERYWHERE

It can help you boost **analytical reasoning, critical thinking & problem solving** in your personal & professional life...

And if you are a little more interested in Marketing (like me), feel free to check **'What physics taught me about marketing'** TEDx talk by Dan Cobley (Entrepreneur, former Managing Director @ Google UK)



05

LET'S KEEP... IN TOUCH

Feel free to...

- Call: 697 300 2332
- Email: cbasios@acrossmedia241.com
- Connect (LinkedIn): [@chrisbas33](#)
- Follow (LinkedIn): [@acrossmedia241](#)

Thank you!

