

Mario leads Millward Brown Optimor in the Americas and responsible for the overall strategic direction of the practice. He serves key clients and consults on issues corporate and marketing strategy, branding, segmentation and pricing. His passion is helping clients to super-charge growth through breakthrough strategy.

He has supported leading companies including American Express, Bupa, The Coca Cola Company, GE, Dell, Deloitte, Eyeblander, Experian, ICI, Indigomedia Johnson & Johnson, France Telecom, Gucci, NBC, The NFL, Nextel Latin America, Procter & Gamble, Texas Instruments, Verisign, Wrigley's and Xerox, among many others. His industry experience spans financial services, professional services, telecommunications, media, digital, health care, technology equipment, consumer goods, consumer technology, luxury, transportation and home construction.

Prior to Optimor, Mario served as Engagement Manager at McKinsey & Company in New York and went on to become co-founder and principal of BBDO Consulting London.

Mario holds a Ph.D. with highest honors and two Masters degrees from Yale University, where he specialized in Economics, Game Theory and Behavioral Economics. He graduated a Bachelor's degree with highest distinction in Economics and Politics at the American College of Greece and the Panton University of Social Sciences in Athens.