

## Curriculum Vitae

# Aristeidis (Aris) Salouros

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Sex: Male | Date of birth: 03/10/1974 | Nationality: Greek



## PROFESSIONAL PROFILE

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Senior Commercial Director and Key Account Manager with 25+ years of experience in the Greek medical devices, orthopedic, and OTC healthcare market. Currently managing an active portfolio of 300+ orthopedic stores and leading a 7-person sales team, with an annual sales turnover of approximately €1.5 million. Over a 25-year career, has built and maintained trusted relationships with more than 1,000 pharmacies across Greece — partnerships that follow him across employers and territories, reflecting a level of personal credibility that goes beyond any single company or product.

Joined Alfacare at a time when the company had little to no recognition among pharmacies and orthopedic retailers. Through sustained field presence, consistent relationship-building, and deep product knowledge across categories including orthopedics, home care, oxygen therapy, CPAP, wheelchairs, physiotherapy, and medical office equipment, played a central role in establishing Alfacare as a recognised and dominant brand across his areas of responsibility.

Has personally trained over 20 sales representatives and 2 medical visitors, held full recruitment decision-making authority, and created all company marketing materials including a 500+ presentation sales handbook. Proficient in Bizegate CRM and Microsoft Office. C2-level English (Cambridge Proficiency). Geographic coverage: nationwide across Greece (excluding Macedonia and the Ioannina region).

## WORK EXPERIENCE

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### 01/2020–Present **Commercial Director & Key Account Sales Representative**

Alfacare S.A., Greece

*(Dual role – simultaneous responsibilities as Commercial Director and Field Sales Representative)*

- Defining and implementing the commercial strategy of the company, including pricing policy, product positioning, and market development
- Managing and coordinating a team of 7 sales professionals — setting targets, monitoring performance, and providing ongoing coaching and mentoring
- Actively managing a portfolio of 300+ orthopedic stores with direct, hands-on key account responsibility across assigned territories
- Negotiating high-value contracts with large pharmacy chains, hospital distributors, and medical device buyers
- Maintaining trusted relationships with 1,000+ pharmacies built over 25 years of field activity — partnerships that follow him across employers and territories, reflecting personal credibility that goes beyond any single company or product
- Instrumental in growing Alfacare's market presence from near-zero brand recognition among pharmacies and orthopedic retailers to a recognised and dominant position across assigned territories
- Analysing sales data, identifying growth opportunities, and presenting strategic reports to ownership
- Overseeing the introduction and roll-out of new products across orthopedic, home care, oxygen therapy, CPAP, physiotherapy, and pharmacy categories
- Designed and produced all company marketing materials, including promotional offers and the full sales presentation handbook — comprising over 500 individual presentations
- Conducted recruitment interviews for new sales staff and held full decision-making authority over hiring
- Designed and delivered onboarding and product training programmes for 20+ newly recruited sales representatives and 2 medical visitors (paediatrician-facing)

**Business or sector** Medical devices, orthopedic products, OTC and home care – import, distribution, and commercial management

### 12/2011–12/2019 **Key Account Sales Representative**

Alfacare S.A., Greece

- Joined Alfacare when the company had little to no recognition among pharmacies and orthopedic retailers; played a key role in building its presence and reputation from the ground up in assigned territories
- Managing and developing relationships with major pharmacy chains, hospital pharmacies, orthopedic stores, and large retail accounts across most of Greece
- Achieving and consistently exceeding monthly and quarterly sales targets

- Conducting regular field visits and product presentations across a broad territory — covering pharmacies, orthopedic stores, and medical equipment distributors
- Negotiating contracts, pricing, and promotional agreements with large accounts
- Introducing new OTC products, orthopedic devices, home care equipment, and medical devices across major distribution points
- Monitoring market trends and competitor activity, reporting findings to management
- Providing after-sales support and resolving customer issues promptly

**Business or sector** Medical devices, orthopedic products, OTC and home care – import and distribution

**03/2011–09/2013 Sales and Supply Manager**

i-health, P. Kontos and Co, 59b Porto Rafti Ave, 19003, Markopoulo, Greece

- Keeping in contact with existing customers in person and by telephone
- Making appointments to meet new and existing customers
- Agreeing sales, prices, contracts and payments
- Meeting sales targets
- Promoting new products and any special deals
- Advising customers about delivery schedules and after-sales service
- Recording orders and sending details to the sales office
- Understanding customers' needs

**Business or sector** Import and trade of blood pressure monitors, digital thermometers, pregnancy tests and over-the-counter (OTC) products

**11/2005–03/2011 Sales Representative**

D. KOUKOUZELI Ltd., 69 Neratziotissis str., 15124, Marousi, Greece

- Keeping in contact with existing customers in person and by telephone
- Making appointments to meet new and existing customers
- Agreeing sales, prices, contracts and payments
- Meeting sales targets
- Promoting new products and any special deals
- Advising customers about delivery schedules and after-sales service
- Recording orders and sending details to the sales office
- Understanding customers' needs
- Reporting sales trends to employer

**Business or sector** Over-the-counter (OTC) products – official representative of ARTSANA in Greece

**03/2004–10/2005 Owner and Sales Manager**

Chorigon, Sakelariou 5 & Spanou 5, 19003, Markopoulo, Athens, Greece

- General management of the company
- Keeping in contact with existing customers in person and by telephone
- Making appointments to meet new and existing customers
- Agreeing sales, prices, contracts and payments
- Meeting sales targets
- Promoting new products and any special deals
- Advising customers about delivery schedules and after-sales service
- Recording orders
- Understanding customers' needs

**Business or sector** Trading company of pregnancy tests for home use

**01/2002–03/2004 Sales Representative**

Euromed SA, 13 Marathonos str., Thessaloniki, 54638, Greece

- Keeping in contact with existing customers in person and by telephone
- Making appointments to meet new and existing customers
- Agreeing sales, prices, contracts and payments
- Meeting sales targets
- Promoting new products and any special deals
- Advising customers about delivery schedules and after-sales service
- Recording orders and sending details to the sales office
- Understanding customers' needs
- Reporting sales trends to employer

**Business or sector** Trading company of Over-the-counter (OTC) products

01/2001–12/2001 **Sales Representative**

Medi Sei Ltd., 47 Pythagora str., 17563, Palaio Faliro, Athens

- Keeping in contact with existing customers in person and by telephone
- Making appointments to meet new and existing customers
- Agreeing sales, prices, contracts and payments
- Meeting sales targets
- Promoting new products and any special deals
- Advising customers about delivery schedules and after-sales service
- Recording orders and sending details to the sales office
- Understanding customers' needs
- Reporting sales trends to employer

**Business or sector** Trading company of Over-the-counter (OTC) products

02/1999–12/2000 **Sales Representative**

Apivita SA, Markopoulo Mesogaïas, 19003, Greece

- Keeping in contact with existing customers in person and by telephone
- Making appointments to meet new and existing customers
- Agreeing sales, prices, contracts and payments
- Meeting sales targets
- Promoting new products and any special deals
- Advising customers about delivery schedules and after-sales service
- Recording orders and sending details to the sales office
- Understanding customers' needs
- Reporting sales trends to employer

**Business or sector** Trading company of Over-the-counter (OTC) products

05/1998–01/1999 **Owner and Sales Representative – Disney Nursery Products**

52 Grammou str., 13123, Ilion, Athens, Greece

- General management of the company
- Keeping in contact with existing customers in person and by telephone
- Making appointments to meet new and existing customers
- Agreeing sales, prices, contracts and payments
- Meeting sales targets
- Promoting new products and any special deals
- Advising customers about delivery schedules and after-sales service
- Recording orders
- Understanding customers' needs

**Business or sector** Trading company of Disney nursery products

08/1997–04/1998 **Owner and Manager – Outdoor Parking Lot**

151 23 Marousi, Athens, Greece

- Regulation of parking and traffic in assigned lot and entry to authorised vehicles
- Collection of parking fees from customers based on charges for amount of time parked or standard lot fee
- Issuing of receipts upon customer request
- General management of the parking lot

**Business or sector** Parking lot

## EDUCATION AND TRAINING

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09/1988–06/1992 **High School Diploma**

5th Lyceum of Ilion, 15 Kalpakiou str., Ilion, 13123, Greece

## PERSONAL SKILLS

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**Mother tongue** Greek

**Other language(s)** English – C2 (Listening, Reading, Spoken interaction, Spoken production, Writing)  
*Certificate of Proficiency in English, University of Cambridge*

### **Communication skills**

- Excellent sales and negotiation skills
- Good communication and people skills
- Confidence, motivation and determination
- Ability to work well independently and as part of a team
- Good organisational and time management skills
- Ability to deal with rejection
- Attention to detail
- Ability to develop in-depth knowledge about products and markets
- Good business sense and a professional manner
- Enthusiastic personality and a tolerance for travel

### **Organisational / managerial skills**

- Good team-leading skills
- Good organisational skills
- Skills in communication and problem solving
- Diverse management experience applicable to a broad range of opportunities, markets, and industries
- Acknowledged for meeting company goals while maintaining excellent client relations

**Computer skills** Good command of Microsoft Office™ tools (Word, Excel and PowerPoint)

**Other skills** Guitar playing and photography

**Driving licence** Category B

### **Seminars**

- Visual merchandising (Apivita)
- Teamwork (Koukouzeli Ltd.) – U-MAN company
- Expand your communication skills – U-MAN company