

# VASILEIOS STAVROU

## Strategic CEO | Board member and NED

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### PROFILE

With over 30 years of experience in retail and manufacturing across Europe, I have held senior management positions and served on executive committees since 2001. With a diverse range of executive and non-executive leadership roles, I bring a wealth of experience in driving strategic initiatives, fostering international partnerships, overseeing corporate governance, promoting sustainable business growth, and championing stakeholder value. I collaborate closely with C-suite executives, investors, and regulators.

### KEY SKILLS AND EXPERTISE

**Financial Acumen:** With extensive experience in managing large organizations, I have full P&L responsibility, focusing on profitability, cash flow, and cost control. I work with leaders to develop annual budgets, aligning financial goals with customer satisfaction, market share, and profit objectives to drive long-term success.

**Strategy and Transformation:** As a CEO for the past decade, I have developed business strategies with short-, medium-, and long-term goals, created regional structures, defined roles and responsibilities, and established governance models. I have led comprehensive restructuring plans and managed the divestment of operations.

**Mergers and Acquisitions:** I have led all stages of multiple M&A strategies, from due diligence to integration, with an approach that ensures strategic and operational alignment, as well as value creation for stakeholders.

**Stakeholder and Investor Relations:** By building strong cross-functional partnerships and collaborating closely with leaders to develop and implement effective strategies and business plans, I ensure that corporate goals and maximum shareholder value are achieved. At Alfa Beta, I managed stakeholder communication during two major European food safety crises, without adverse business impact and maintaining investor confidence.

**Environmental, Social, and Governance (ESG):** I have led and integrated sustainability initiatives across Europe and Asia, developing and implementing a regional sustainability strategy that aligns local activities with the company's long-term environmental and social goals. I have improved employee engagement, and all my Board roles have involved a substantial amount of governance and compliance.

**Business Growth and Turnaround:** I drive significant revenue growth and market expansions for companies and brands, including developing a franchise model and transforming a local brand into a global leader.

**Talent Strategy, Organizational Transformation, and Culture:** With over a decade of experience leading HR, Organizational Development, and Sustainability across Europe and Asia, I have shaped strategic HR initiatives at both regional and global levels. I successfully led workforce transformation programs and integrated multiple acquisitions. This experience enables me to bring a people-focused lens to board discussions, ensuring that governance decisions align with talent strategy, cultural integration, and organizational resilience.

### BOARD EXPERIENCE

**President** | Hellenic Romanian Bilateral Chamber of Commerce | 07/2024–pres.

An organization that fosters economic cooperation and business relations between Greece and Romania.

**Non-Executive Director and HR Committee Chair** | Optima SA | 06/2023–pres.

The largest Greek company in the cheese sector with a portfolio of leading brands.

**Non-Executive Director** | La Lorraine Bakery Group Romania | 10/2022–10/2025.

A leading Belgian-based company in the frozen bakery sector with a presence in several countries, serving the retail and foodservice sectors.

**Chairman** | ECR Greece | 2021–2022

A branch of a not-for-profit global association in the retail and consumer product group sector.

**Executive Board Member** | IELKA | 2018–2022

The research institute for grocery retail and consumer goods in the Central and Eastern European region.

**Executive Board Member** | Hellenic-Dutch Association of Commerce and Industry | 2018–2022

A non-profit NGO enhancing trade, commerce, and industry relations between Greece and the Netherlands.

**Executive Board Member** | Foreign Investors Council | 2016–2018

A non-governmental, non-profit organization representing the interests of foreign investors in Romania.

## CAREER HISTORY

**CEO of Valvis – Holding Group & EVP of International Business Development** | Valvis Holding | 10/2022–pres.  
**for Carpathian Springs**

A leading investment group with a diverse portfolio spanning industries such as food and beverage, wine production, and agri business. Carpathian Springs, a subsidiary, manufactures Aqua Carpatica, a premium natural mineral water.

Provides strategic leadership, drives operational efficiency, and oversees international business development for Carpathian Springs while guiding Valvis Holding's overall direction.

- Established robust governance frameworks that enhanced transparency and decision-making processes.
- Currently expanding Carpathian Springs into global markets, securing key partnerships with distributors and stakeholders worldwide, strengthening international brand presence.
- Secured a strategic partnership with PepsiCo, bringing in a minority stakeholder to support long-term growth and market penetration.

**CEO** | AB Vassilopoulos SA | 10/2018–02/2022

A Greek supermarket chain, part of the Ahold Delhaize Group, with 540 stores and online shopping.

Developed and executed ambitious business strategies, setting both short-term and long-term objectives that consistently delivered a profitability rate exceeding 4% on sales, surpassing local competitors. Spearheaded key transformations across multiple functions, including supply chain, commercial strategy, and sustainability.

- Increased sales contribution from 0.5% to 3% on online sales and expanded market share by over 30% by implementing a streamlined supply chain strategy and an online sales channel.
- Drove customer engagement and revenue growth (achieving a consistent profit of over 4%) by designing and implementing a commercial transformation plan that enhanced product range, pricing, and promotions.
- Reduced energy consumption by 25%, with over 90% of energy sourced from renewable sources, through the successful launch of a sustainability strategy.
- Surpassed expansion target of 100 stores, solidifying the brand's footprint in key markets.
- Improved employee engagement from 74% to 85% by developing and implementing a compelling Employee Value Proposition (EVP) across the organization.
- Ensured business continuity and operational resilience during the COVID-19 pandemic, while maintaining employee safety.

**CEO** | Mega Image Romania | 07/2015–09/2018

A supermarket chain, part of the Ahold Delhaize Group.

Led strategic growth, financial performance, and operational efficiency while driving innovation, customer satisfaction, and market expansion in the Romanian retail sector.

- Increased turnover from €490MN to €1.2BN and market share from 4% to 7%, while achieving above-market profitability of 5.5%.
- Expanded market presence by establishing operations in all major cities and implementing a plan to open 80 new stores per year.
- Enhanced customer retention and brand differentiation by launching a loyalty program, introducing an e-commerce platform, and establishing a private label brand.
- Optimized logistics and supply chain capabilities by opening a second warehouse.

**Senior VP and Chief Business Development Officer** | Delhaize Group | 05/2014–06/2015

Led operations across SE Europe and Indonesia, developing and executing strategies and business plans.

- Delivered 4.3% revenue growth and a 4.4% profit margin, with market share expansion of up to 150 basis points and an improved efficiency of 55 basis points through targeted projects and initiatives.
- Improved long-term business growth and market penetration by designing a Unique Value Proposition and developing a franchise model for Serbia and Indonesia.

## EARLY CAREER

**Senior Vice President HR, Organizational Development and Sustainability, Europe** | Delhaize Group

**Senior Vice President HR and Organizational Development, SE Europe** | Delhaize Group

**HR, Organizational Development and Sustainability Director** | Alfa Beta (Delhaize Group)

**Food Safety and Quality Assurance Manager** | Alfa Beta (Delhaize Group)

**Warehouse Manager** | Alfa Beta (Delhaize Group)

## EDUCATION

**Executive Leadership Program** | Harvard Business School

**MBA** | EEDE

**MSc, Food Science and Technology** | Aristotle University of Thessaloniki