



## Speaker CV



**Yannis Michaelides**  
**Founder & Director**  
**H&T Beyond Tourism**

Yannis is the founder and director of H&T Beyond Tourism, an awarded specialized agency focused on place & destination marketing and branding since 2000.

His career began in 1990, working for the consulting firm Halcrow in United Kingdom. He acquired a driving passion for tourism while studying and working in San Francisco (1991-1994), where he became involved in several hospitality and tourism projects and acquired valuable experience. He moved back to Greece and worked as sales & marketing director for major international hotel chains, including Best Western, Small Luxury Hotels of the World and Sofitel-Accor Group.

Yannis holds an MBA degree in marketing from the University of San Francisco.

He served on the Board of Directors of the Society of International Travel Executives (SITE) - Greek Chapter (2007-9) and he was member of the scientific committee of the Hellenic Association of Professional Congress Organizers (2006-2011).

He is a keynote speaker in place and destination branding.