

Dimitrios V. Nikolaidis has specialised in business administration of service organisations acquiring both his master's and doctorate degrees from Temple University, while his research interests also focus on the same area (Factors influencing customer satisfaction and elements which determine quality in the services).

Currently, Dimitrios holds the position of General Manager at Embryolab, an assisted reproduction clinic in Thessaloniki Greece. He has had managerial positions in both Greece and the USA. For a number of years, he was the Head of the Business Administration and Economics Department in the International Faculty of the University of Sheffield, City College while he continues to be an adjunct senior lecturer. He is also a visiting professor at the University of Tilburg, the Netherlands as well as at SNSPA University in Bucharest, Romania. In the past he taught at the Aristotle University and the University of Macedonia in Thessaloniki.

His professional career began in 1992 as a founder and Director of the Hellenic American Academy of Aristotle, an educational institution for the cultivation and dissemination of Greek language, history and culture (1992-1999) in Philadelphia, USA. His return to Greece came as a result of a proposal to take a managerial position in the DEMCO Group of Companies, initially as commercial and administrative director of a professional football team (2000-01), then as Marketing Manager of Northern Greece at ALPHA Digital Synthesis (2002) and finally as General Manager of Northern Greece at ALPHA Media Group (2002-10).

Dimitrios has had articles published in Greek and international journals, while he has also been invited to many seminars and day meetings, analyzing such subjects as business administration, service quality management, communication strategies, innovation, product development and services. He has accumulated more than 2,000 hours in seminars, lectures and presentations on subject including business administration, the development of new products, communication and public relations, quality service management and marketing in the form of workshops. He has participated in two European research projects, STARTIFY, 2016 and PROACTIVE CHANGE, 2015 (as an internal evaluator for the Italian Chamber of Commerce in Sofia, Bulgaria). He has also contributed to more than 40 publications in national and international journals.

Dimitrios joined Embryolab in 2017. He supports the administration, placing the person at the centre and operating with great transparency. He could be described as being understanding, rational, just and respectful to all. He works cohesively and very much believes in the crucial role of people in achieving great aims and causes.