

Giannis Vamvakas

AI Business Transformation, MarTech & Product Development Advisor

Giannis Vamvakas is a growth and digital transformation consultant with more than two decades of leadership experience across service businesses, digital agencies and technology products, working at the intersection of marketing strategy, product development and AI adoption — roles he has held as Digital Marketing Director, Product Manager and Product Owner. He is Co-founder and General Manager of OUTGEN, an Athens-based company providing AI transformation consulting and solutions for martech growth, with two specialised divisions: SCREAMOUTMEDIA, its creative and influencer marketing arm, and OUTGEN Medical, dedicated to the medical aesthetics vertical. His client portfolio includes leading private clinics and aesthetic practices across the Greek market.

As Project Manager and Product Owner, Giannis has led the 0→1 development of a Medical SaaS CRM, delivering a platform combining booking infrastructure, patient management and multichannel marketing automation for healthcare providers. Earlier in his career he managed the delivery of web and mobile application projects, and held Business Development and Medical Digital Marketing Director roles within the agency sector, running multichannel campaigns and managing key client relationships. He also spent close to two decades running his own business in the wellness industry, giving him first-hand operational understanding of P&L ownership, human resources and customer experience in service-driven organisations. He holds a Professional Post-Graduate Certification as a Certified Systemic Analyst and Project Management Professional (University of Piraeus / Hellenic Society for Systemic Studies), a Professional Diploma in Digital Marketing (ALBA / SOCIALAB) and a B.A. in Physical Education and Sport Science (University of Athens). A former track and field athlete, he competed as a sprinter with participations in the Greek National Championship finals.

Areas of expertise:

- AI transformation consulting for business process management, marketing and product workflows
- Digital strategy design and execution across paid media, SEO and content
- Product ownership and Agile delivery for SaaS and digital platforms
- Cross-functional team leadership and stakeholder management
- Growth strategy for healthcare and medical aesthetics businesses
- Languages: Greek: native, English: fluent, French: intermediate, Italian: intermediate

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