



Alumnus of the Week

Name: George Christou

Year of Completion: 2012

Programme of Study: Economics

Job Title: Insight Co-ordinator

Employer: First insight Inc.

What you liked about Hertfordshire Business School?

Hertfordshire Business School is great because the broad range of modules give you all the practical knowledge you'd need if starting your own business (such as accounting, people management and access to the full adobe suite for marketing purposes). It also connects students with academics who have worked out in their specialist field, which means their lectures are interesting and engaging.

What you do in your job?

My primary job role is to build insights for our customers, which in turn empowers retailers and brands to design, select, price and market new products with confidence. Being permanently based on client site, I have to liaise with various retail individuals from technologists to buyers and merchandisers. Further to this, I sometimes photograph samples that our clients would like to be tested as well as analysing large datasets. Check out the link to see a bit more about what we do! - <http://www.firstinsight.com/>


Whom you would like to connect with in the Alumni Network?

Any like-minded individuals whom would like to bounce business ideas off against.

Contact Details

Email: george.christou@hotmail.co.uk

LinkedIn: uk.linkedin.com/in/georgechristou

 Hertfordshire Business School Alumni Network

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Our Community Thriving Together

Please email hbsalumni@herts.ac.uk if you have any candidate(s) for Alumnus of the week

go.herts.ac.uk/HBSalumni