



# Nikolas Chalaris

Business Operations

📍 London, UK

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## Links

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## Languages

English (Fluent)

French (Work Proficiency)

Greek (Native)

## About

Highly efficient venture builder with 15 years of experience building and scaling ventures. Former General Manager at JOKR, holding a pivotal role while opening key markets in Europe and the US, propelling the company to a USD 1,2B valuation. Passionate about logistics and supply chain with deep expertise in marketplaces and delivery platforms. With a global perspective gained from working and studying in diverse international settings across Europe, Asia, and the Americas.

### BRANDS WORKED WITH

ANTENNA PAY TV INC. HELLO CHEF P.C. JOKR SARL Nespresso

Nestlé Nespresso SA SANUSX GMBH UPSET S.A.

## Experience

### ● Head of Expansion

SANUSX GMBH | Jan 2022 - Jan 2023

Investment arm of UNIQA Insurance Group (€6B turnover)

Expansion Head (consulting project)

- Led a high-performance team and built a pharmacy marketplace; captured 30% of market post-launch
- Provided strategic direction to C-levels; launched MVP in AT & RO; generated revenues of EUR 500K in two months
- Implemented a streamlined lead generation process; onboarded 400 pharmacies exceeding initial targets by 10%
- Built a scalable CRM process onboarding pharmacies; reduced churn by 15% & improved satisfaction by 20%

### ● Sr. Director of Expansion

JOKR SARL | Jan 2021 - Jan 2022

Grocery delivery scale-up with presence in 8 countries across the Americas. Series C valuation of USD 1,2B. Backed by Softbank, Tiger Global, Activant Capital, G-Square.

Sr. Director of Expansion New York, USA 2021-2022

- Worked directly with C-levels to adapt US commercial strategy; drove a 30% increase in market penetration
- Successfully lobbied for zoning & alcohol licensing; facilitated smooth market entry in Miami, Austin & Boston
- Identified and negotiated strategic partnerships; improved delivery times & reduced operational costs by 20%
- Re-structured operations & supply-chain post hubs consolidation in NYC; reduced monthly cash burn by 15%

### ● General Manager

JOKR SARL | Jan 2021 - Jan 2022

- Worked directly with the CCO to transform global corporate strategy into country-specific initiatives for local launch
- Led recruitment and training of a team of 50: Product, Marketing, Category Management, Operations, Legal
- Developed strategic initiatives and delivered a 4x increase in customer base within the first two months
- Set and managed OKRs, aligning & driving performance with managers and executive team

### ● Co-Founder, COO

HELLO CHEF P.C. | Jan 2019 - Jan 2021

Online meal-kit delivery service 2019-2021

Co-Founder, Business Operations

- Devised business plan, financial model & pitch deck for a EUR 500K investment; raised EUR 200K from angel investors



- Established Operations and Supply Chain; structured teams to deliver product strategy & operations
- Spearheaded all aspects of operations; grew revenues to EUR 100K, team to 10 FTEs, and user base to 1,3K

### ● Sales & Trade Manager

Nespresso | Jan 2008 - Jan 2010

- Managed a portfolio of 15 trade accounts nationwide; generated EUR 4M per annum
- Hired, trained and led a team of 10 sales promoters; increased trade market share by 15%

### ● Marketing Associate

ANTENNA PAY TV INC. | Jan 2007 - Jan 2008

Subscription-based TV platform 2007–2008

Marketing Associate

- Sold advertising space and executed barter deals with local media and nationwide promotional events

### ● Account Executive

UPSET S.A. | Jan 2002 - Jan 2005

Advertising Agency 2002–2005

Account Executive

- Developed advertising campaigns and communication policies for TIM Telecom (EUR 7M budget), OPAP (EUR 9M budget), Aegean Airlines (EUR 11M budget) and Alpha bank (EUR 15M budget)

### ● Head of Operations & Supply Chain

Nestlé Nespresso SA | Jan 2018

Distributing B2B and B2C product range in GR, CY and BG 20011-2018

Head of Operations & Supply Chain

- Spearheaded all aspects of operations; grew revenues 10x to EUR 20M+, overseeing a team of 120+ employees
- Led an international cross-functional team to set up the Logistics Operations at a 3PL facility; added EUR 15M of value
- Monitored 3PL's performance, identified inefficiencies & improved processes; achieved a 98% delivery success rate
- Collaborated with the Global Supply-Chain team and achieved a 20% reduction in Out-Of-stock (OOS) occurrences
- Successfully project-managed the rollout of a cloud-based ERP solution; reduced IT costs by 15%

## Education & Training

2017 - 2018

### ● INSEAD

Master of Business Administration, Business

2006 - 2007

### ● Emerson College

MA in Global Marketing Communications,,

2002 - 2006

### ● TECH INSTITUTE OF ATHENS

BA in Marketing and Commerce,