

Generation Y

MEMBER OF G.P.A. ecosystem of companies

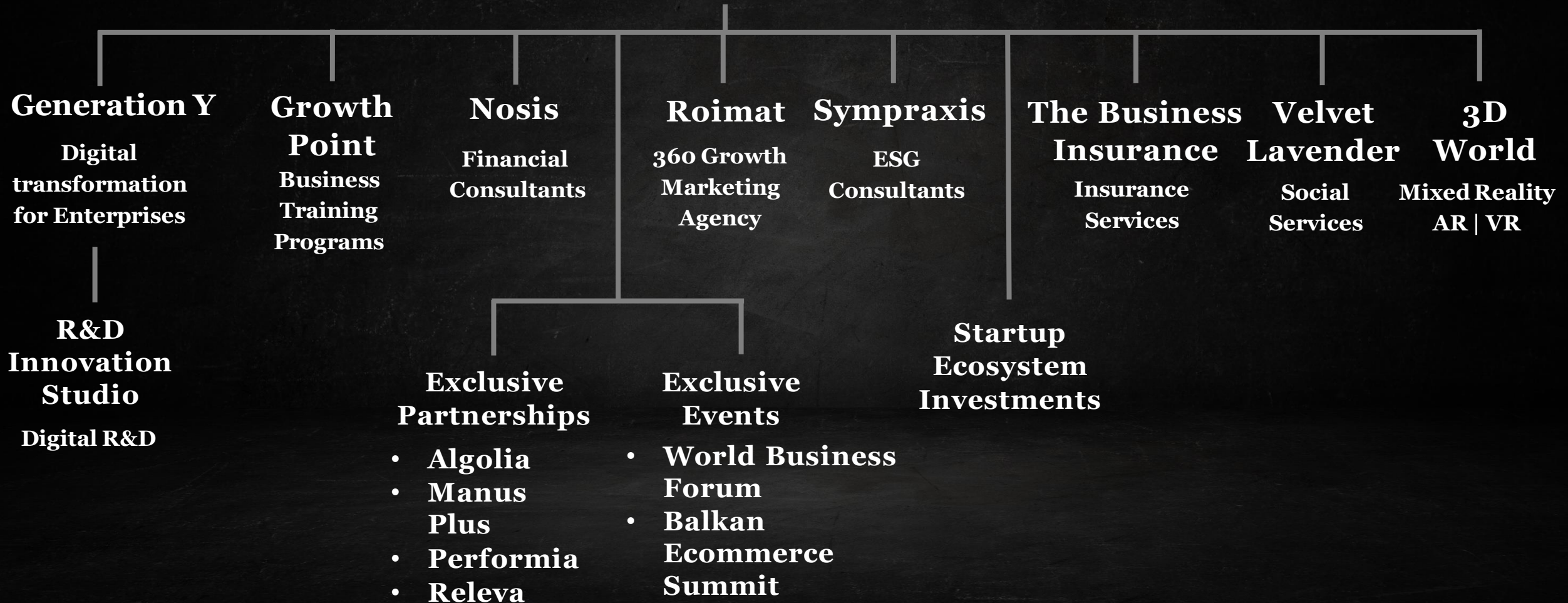
A Group of Companies

MEET THE G.P.A. ECOSYSTEM



VELVET LAVENDER

G.P.A. ECOSYSTEM OF COMPANIES





Generation Y

LEADING DIGITAL TRANSFORMATION FOR 23 YEARS

LOCAL EXPERTISE, GLOBAL IMPACT

For over two decades, Generation Y has pioneered digital transformation for major Greek enterprises. Our roots run deep in Greece, but our reach extends far beyond. With a proven track record at home and abroad, we bring a global mindset to every innovation.





TO KNOW US BETTER

Stats & Figures

23

years
of experience

2.500

active projects,
local and worldwide

24

countries of
exporting activity

148

in-house and external
dedicated experts

Moments

WE ARE PROUD OF



2006

First installation of the international e-commerce platform, Generation NEXT



2012

Development of the eight business units



2021

New business establishment: Exclusive representation of international houses in the Greek market, beginning with Algolia



2000

The beginning of the journey: Establishment of Generation Y



2007

Company's first expansion abroad (United Kingdom)



2016

Relocation of our HQs in our 1000m2 offices in Palaio Faliro



2022

Generation Y joins the GPA group of companies



OUR PURPOSE

Be your **Global Digital Partner**
for breakthrough **solutions**,
creating **experiences**,
growth & **prosperity**



IN OUR CORE

Our Mission

Be a global brand,
creating a **usable “WOW”**
effect.



IN OUR CORE

Our Vision

To make digital
transformation **accessible**
& create **abundance**.



Our Values



- 1. Think Different / Run Hard**
- 2. Stay Close To Our Clients**
- 3. Proceed Shoulder To Shoulder**
- 4. Work with Passion**
- 5. Achieve More With Less**
- 6. Care about Environment & Humans**



Executive Committee



**Evi
Boukorou**
CEO



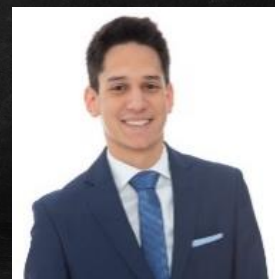
**Nana
Ioakimidou**
CCM



**Martha
Giannakopoulou**
COO



**Vassilis
Rodokanakis**
CIO



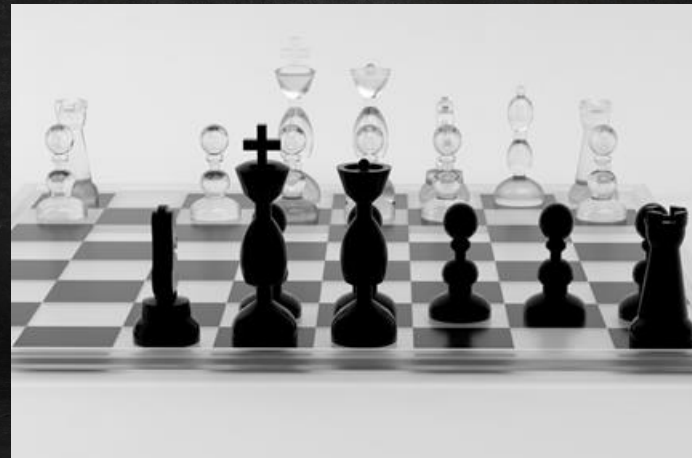
**Charalampos
Aristomenopoulos**
CTO



**Stella
Drosopoulou**
CMO

Business Units

AND SERVICES



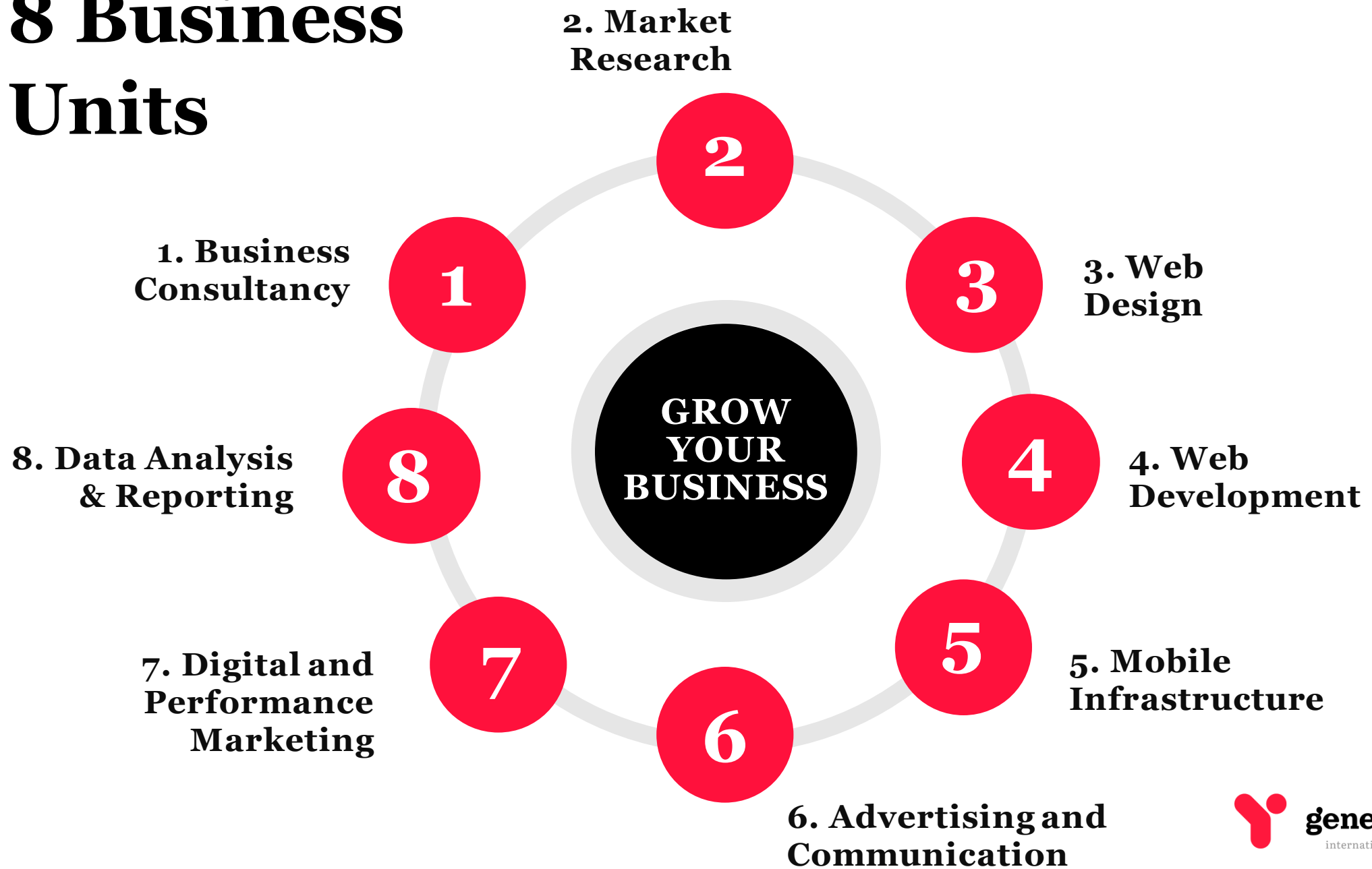
ELEVATE YOUR BUSINESS

through our 8 dynamic business units. From cutting-edge technology solutions to strategic marketing, we offer a comprehensive approach to drive your digital transformation and growth.





8 Business Units





8 BUSINESS UNITS PROVIDING A 360° APPROACH

Market Research

- Positioning
- Profiling customers – customer's behavior
- Business trends
- Primary Research
- Secondary Research

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8 BUSINESS UNITS PROVIDING A 360° APPROACH

Web Design

- Tailor- made
- UI/UX
- Commercial value
- Responsive

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8 BUSINESS UNITS PROVIDING A 360° APPROACH

Mobile Infrastructure

- iOS / Android apps
- Personalized services



8 BUSINESS UNITS PROVIDING A 360° APPROACH

Advertising and Communication

- Brand identity
- Communication strategy
- Conceptual approach
- Brand positioning
- Product campaigns
- Corporate communication



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8 BUSINESS UNITS PROVIDING A 360° APPROACH

Digital and Performance Marketing

- Strategy
- Goal setting
- Timeframe
- Optimization

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8 BUSINESS UNITS PROVIDING A 360° APPROACH

Data Analysis & Reporting

- Internal data
- External data
- Advanced dashboards
- All data unified in a single platform

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[LEARN MORE](#)



8 BUSINESS UNITS PROVIDING A 360° APPROACH

Business Consultancy

- Business set/up strategy
- Commercial policies
- Customer support
- Logistics
- Synergies
- HR recruitment



BUILDING LIFETIME RELATIONSHIPS

Indicative Portfolio



Indicative Portfolio



Indicative Portfolio



PHILIP MORRIS
INTERNATIONAL



Indicative Portfolio



FREZYDERM



The JTI logo, consisting of the letters "JTI" in a bold, green, sans-serif font.

JAPAN TOBACCO INTERNATIONAL

The MEES logo, featuring the letters "MEES" in a white, serif font on a dark green background, with "MIDDLE EAST ECONOMIC SURVEY" written in smaller white text below.

Goldair tourism
DESTINATION MANAGEMENT COMPANY



Color has a Name!

The FLISVOS marina logo, featuring a blue and red stylized wave icon to the left of the text "FLISVOS marina" in a blue sans-serif font.

Toi&moi

The MARRIOTT logo, featuring a stylized red "M" icon above the word "MARRIOTT" in a black sans-serif font.

The SAFEBULKERS logo, featuring a blue stylized "S" icon above the word "SAFEBULKERS" in a blue sans-serif font.

eltrak

The GRANDAIR L.T.D. cargo services logo, featuring a red stylized "G" icon with a star above the text "GRANDAIR L.T.D." and "cargo services" below.

KOSMOCAR

The Matalon logo, featuring a stylized red "M" icon followed by the word "Matalon" in a blue sans-serif font.



Excellence Awarded



generation Y

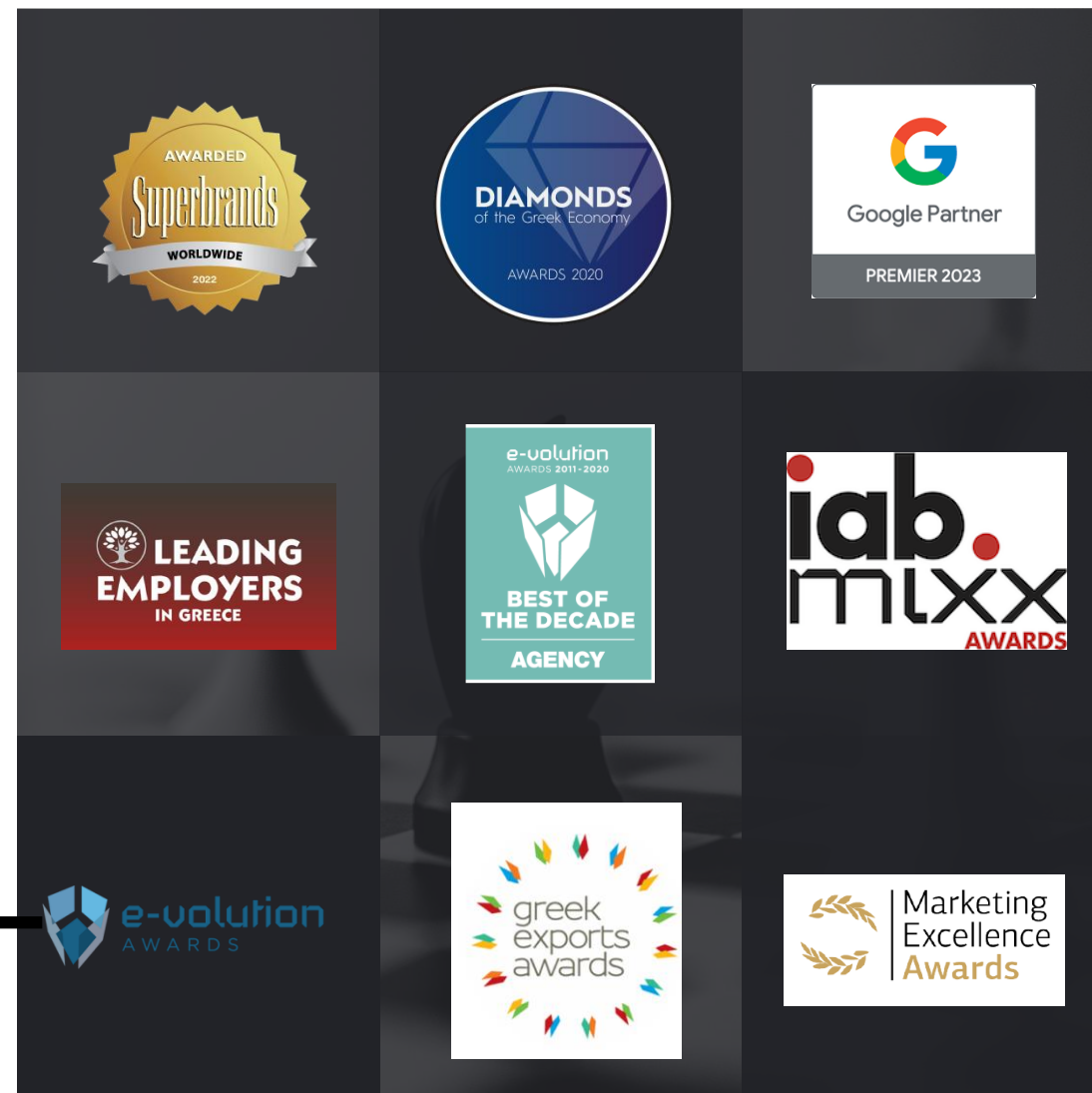
international e-business hub

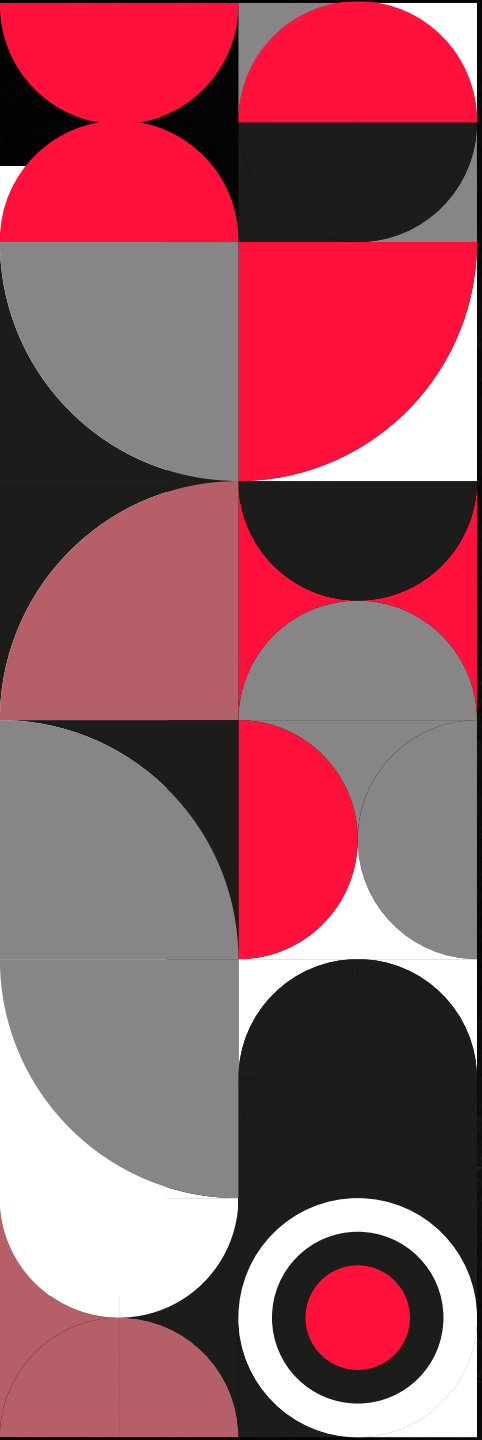




INDICATIVE AWARDS

Over 200 Awards & Certifications





Let's co-create

THE NEXT STORY OF SUCCESS!

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