



Biography

Department of the Army

Ignatios (Nati) I. Mavridis
Deputy Chief Marketing Officer
Army Enterprise Marketing Office
Office of the Assistant Secretary of the Army
(Manpower & Reserve Affairs)
Chicago, IL

Mr. Ignatios “Nati” Mavridis serves as the principal advisor to the Chief, Army Enterprise Marketing Office (AEMO), on business management operations, marketing strategy and innovation, and marketing execution. Mr. Mavridis also helps identify and develop marketing industry best-practices and key capabilities for modernizing AEMO’s mission.

Prior to assuming this position, Mr. Mavridis returned to the U.S. after having spent 15 years in Kuwait, U.A.E., and Saudi Arabia working in the banking, healthcare, and aviation sectors. During this time, he helped National Bank of Kuwait and Arab National Bank transform their marketing and loyalty operations to help reach new audiences using new digital channels. He was also a member of the Johnson & Johnson Worldwide Marketing Team based in Dubai, where he was involved in the complete re-branding of the entire line of the Diabetes products.

He then went on to become the Vice President of Marketing, Communications & Protocol for a Saudi aviation and defense contractor that eventually led him into being the Chief Protocol Officer for non-diplomatic Royal missions around the world.

Before moving to the Middle East, Mr. Mavridis spent 12 years with Minneapolis-based Carlson Companies, Inc. working in franchising and loyalty marketing for Carlson Wagonlit Travel. Mr. Mavridis has over 25 years of marketing, branding and advertisement experience, lived in 8 countries and has traveled to over 50 countries.

CAREER CHRONOLOGY:

- May 20 – present, Deputy Chief Marketing Officer, Army Marketing Enterprise Office, Headquarters, Department of the Army, Manpower & Reserve Affairs
- Jan 17 – Apr 20, Vice President Marketing & Communications – NEXUS Aviation Group, Jeddah, Saudi Arabia
- Oct 14 – Jan 17, Associate Marketing Director – Johnson & Johnson, Dubai, UAE
- Apr 12 – Oct 14, Head of Loyalty – Arab National Bank, Riyadh, Saudi Arabia

- Dec 08 – Mar 12, Head of Marketing – National Bank of Kuwait, Kuwait City, Kuwait
- Jan 97 – Dec 08, Franchise Development Manager, Training Manager, Online Marketing Manager, Account Director – Carlson Companies, Inc.

COLLEGE:

- University of Phoenix, Boise Campus, ID 2005, MBA
- University of South Florida. Tampa, FL 1997, BA

SIGNIFICANT TRAINING:

- Northwestern University – Kellogg School of Management, 2020, Chief Marketing Officer Program
- UNC at Chapel Hill – Kenan-Flagler Business School, 2022, Army L.E.A.D. Certificate (Leadership, Excellence, and Development Program)
- Kuwait University – 2009, Arabic Levels 1, 2 and 3

CERTIFICATIONS:

- 6 Sigma Green Belt