



Mr. Ignatios Mavridis

Deputy Chief Marketing Officer, AEMO

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.

Mr. Mavridis has over 25 years of marketing, branding and advertisement experience, lived in 8 countries and has traveled to over 50 countries.

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.

- 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.

EDUCATION AND TRAINING

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

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