



ELENI EKKESHI

Eleni Ekkeshi was born in Nicosia. Her BA Hons Degree in Communications and Graphic Arts from Middlesex University in the UK has led her to be employed by Impact/BBDO, a renowned International Advertising Agency, such giving her the opportunity to work on reputable accounts as Pepsi International, Mercedes, Winston, Johnson Wax and Yves Saint Laurent. She was one of the founders of Teli&Pavla BBDO, a local advertising agency. She attended multiple seminars on Branding both locally and overseas thus extending her knowledge on local and international creative approaches and new media.

In 1991 she set up her own company, Ekkeshi Consultants, which in a short time became known in the market for its creative flair. At present she is working as Creative Consultant with a number of portfolios.

Eleni was a board member for three terms on the Cyprus Advertisers Association and a founding member of Women's Co-operative Bank. She is currently a board member of BPW Nicosia plus a board member of Friends of Nicosia (Filoi tis Lefkosias) an non-profit organisation acting as a pressure group for upgrading and improving of Nicosia.

Eleni's zeal for bridging the barrier between genders has led her to participate in a number of European programmes on gender issues. In 2011 she participated in the *'Invest for the Future: Women Driving Economic Growth'* Conference, in Istanbul. In the same year she was chosen to represent Cyprus in the USA on a two weeks program on International Leadership on the subject *'Invest for the Future – Advancing Women as Business Leaders'* organised by the United States Department of State Bureau of Educational and Cultural Affairs. By invitation from the Cyprus Network for Women Entrepreneurs she was a "mentor" to young entrepreneurs. On this capacity she participated at the European Network of Mentors for Women Entrepreneurs in Warsaw, Poland and in October 2012 attended the SME Week Summit In Brussels.

Currently Eleni is participating in Women Walk Cyprus, an initiative by the United Nations and Norwegian Embassy, to encourage and hopefully facilitate women to take leadership positions, on the acknowledgement that there is a lot to be done when it comes to women and leadership positions, both in Cyprus and all over the world.