

This document provides an overview of topics of expertise for potential speaking engagements as panelist or speaker by Anna Klissouras.

Target audience	Topic	Aspects to be covered	Relevant experience
All	Success factors of the Amazon way of working	<ul style="list-style-type: none"> <li>- Data-driven decision-making</li> <li>- The flywheel: Putting the customer at the front and center</li> <li>- Analytical paper-writing instead of Powerpoints</li> <li>- The importance of culture (Amazon's "leadership principles")</li> </ul>	8 years at Amazon as senior manager in marketing, seller insights, business development and public affairs functions
All	My lessons learned as a female leader	<ul style="list-style-type: none"> <li>- My personal journey and what I see as external and internal blockers for female leadership</li> </ul>	Led several teams with and without disciplinary authority; later found my own business
Polymakers	Combating the ivory tower effect: How to efficiently gather meaningful feedback from SME?	<ul style="list-style-type: none"> <li>- How to ensure meaningful/actionable feedback/granularity of data</li> <li>- How to ensure continued feedback by SME?</li> <li>- What could a model for SME polymakers look like?</li> </ul>	Responsible for gathering seller feedback from >100.000 SME on Amazon Stores in Germany through surveys and focus groups
Polymakers	Data-driven management: What could the public sector learn from the private sector?	<ul style="list-style-type: none"> <li>- Introducing data-driven decision-making/"working backwards"</li> <li>- Defining goals and KPIs</li> <li>- Measurement</li> <li>- Setting incentives</li> <li>- Testing and learning/sandboxes</li> </ul>	Experienced with data-driven decision-making from Amazon and general business background; at the same time experienced with political decision-making processes
Small businesses, polymakers and associations	How to make digitalization of SME work in practice?	<ul style="list-style-type: none"> <li>- Perceived vs. real needs and challenges of SME related to digitization</li> <li>- How to ensure that programmes add value</li> <li>- Digitalization as a tool rather than a means to an end</li> <li>- Measuring programme effectiveness</li> </ul>	Created concept for Amazon's small business accelerators in Europe which trained hundreds of thousands of SME; hands-on management of the German programme "Quickstart Online"; former member of OECD "Digital 4 SME" programme
Small businesses, polymakers and associations	Polymaking for SME: What is really needed?	<ul style="list-style-type: none"> <li>- Presentation of available research (EuroChambres, associations, Amazon)</li> <li>- Call to action for insights-driven polymaking</li> </ul>	Former "SME Ambassador" for Amazon with a focus on advocating for SME-friendly polymaking, including knowledge of relevant SME surveys
Businesses, retail-related polymakers and associations	The future of retail: Online, offline or hybrid?	<ul style="list-style-type: none"> <li>- Direct to consumer platforms (Amazon, Temu, Ali Express)</li> <li>- Different dynamics of online and offline retail</li> <li>- The future of high street</li> </ul>	Former "SME Ambassador" for Amazon, which entailed research work with associations and think tanks.

<b>Small businesses</b>	Learning from Amazon: Which successful Amazon practices and tools can you use as an SME?	<ul style="list-style-type: none"> <li>- Data-driven decision-making</li> <li>- The flywheel: Putting the customer at the front and center</li> <li>- Analytical paper-writing instead of Powerpoints</li> <li>- The importance of culture (Amazon's "leadership principles")</li> </ul>	8 years at Amazon as senior manager in marketing, seller insights, business development and public affairs functions
<b>Small businesses</b>	Productivity tools for SME	<ul style="list-style-type: none"> <li>- AI tools for SME</li> <li>- Platforms</li> </ul>	Experienced with digital tools which can improve productivity from my experience as entrepreneur and support of Amazon teams in this area
<b>Small businesses</b>	Success factors of selling on Amazon	<ul style="list-style-type: none"> <li>- Optional: Interview with an Amazon account manager</li> </ul>	Former head of Marketing of Amazon Marketplace Germany
<b>Small businesses</b>	How to compete with Amazon?	<ul style="list-style-type: none"> <li>- Strengths and weaknesses of Amazon</li> <li>- Developing your competitive advantage</li> <li>- How to make Amazon work for you</li> </ul>	Former head of Marketing of Amazon Marketplace Germany
<b>Small businesses</b>	How to find out what your customers want?	<ul style="list-style-type: none"> <li>- Data-driven management: Insights and testing</li> <li>- Learning from the Amazon flywheel</li> <li>- Staying agile to respond to customer needs</li> </ul>	Former head of Marketing and seller insights of Amazon Marketplace Germany, former head of Marketing of a Solar Technology company
<b>Small businesses</b>	How to market your products or services effectively?	<ul style="list-style-type: none"> <li>- Generating customer insights</li> <li>- Going where your customers are</li> </ul>	Former head of Marketing and seller insights of Amazon Marketplace Germany, former head of Marketing of a Solar Technology company
<b>Small businesses</b>	How to influence future regulations?	<ul style="list-style-type: none"> <li>- In intro to available lobbying tools: associations, political hearings, media</li> </ul>	Former Senior Manager Public Policy for Amazon Europe, focussing on SME advocacy
<b>Small businesses</b>	How to sell on Amazon in countries without an Amazon Store?	<ul style="list-style-type: none"> <li>- A step by step guide</li> </ul>	Former head of Marketing of Amazon Marketplace Germany

For an impression of my appearance as panelist, speaker or interview partner, please visit my website <https://www.anna-klissouras.com/public-speaking>

For information about my professional experience, please visit [www.anna-klissouras.com/about-me](http://www.anna-klissouras.com/about-me) or [www.linkedin.com/in/annaklissouras](https://www.linkedin.com/in/annaklissouras)