

PROFESSIONAL EXPERIENCE

- 1. Apr. 2010 - Onwards:** Sales Manager Cyprus, iSquare S.A. | <http://www.isquare.gr>
The company is the 🍏 Authorised Distributor in Greece & Cyprus | <http://www.apple.com/gr>
Job Overview: Managing of the authorized sales network of Apple in the Republic of Cyprus
Business development of Apple's market share in Cyprus.
- 2. Jan. 2010 - Onwards:** Managing Director of "Veramand Ltd", Cyprus | <http://www.veramand.com/>
The Company was established in Cyprus, in 2010, offering consulting services, music and tech training related to artistic products, music, Apple technology, promotion and managing of artistic and technological products. Veramand has undertaken the business development of Apple's market share, along with the overall managing of the official retail and sales channel in Cyprus.
- 3. Sept. 2009 - Onwards:** Consulting, Professional, Technical & Business Training, Contemporary Music Training, Apple Training, Web-Designing etc. for Companies, Universities & other bodies like:
 - The Cyprus Ministry of Education and Culture | <http://www.moec.gov.cy/dme/>
 - The University of Central Lancashire - UCLAN (UK) | www.uclan.ac
 - The European University Cyprus (Cyprus) | <http://www.euc.ac.cy/>
 - The Aegean College (Greece) | <http://aegeancollege.gr>
 - The Classic School (Cyprus) | <http://classic-school.com>
 - Kyriakides Music School (Cyprus) | <http://www.ckyriakides.com>
 - IVT OMIROS (Greece) | <http://omiros.gr>
 - IVT AKMI (Greece) | <http://iek-akmi.gr>
 - SAE Athens (Greece) | <http://athens.sae.edu>
 - Document S.A. (Greece) | <http://document.gr>
 - Greycom Ltd (Cyprus) | <http://greycom.com.cy>
 - Fagotto S.A. (Greece) | <http://Fagotto.gr>
 - Athens Pro Audio (Greece) | <http://AthensProAudio.gr>
- 4. Mar. 2009 - June 2009:** Digital Promotion of UMG Catalogue, Marketing Dept. Universal Music Group, London - UK (Internship) | www.umusic.co.uk/home
Job Overview: An insight in to the world of UMG Catalogue and how this is promoted digitally. Website development and research, Minimal R2 administrative assistance, iTunes research, Digital marketing overview research, Creating HTML emails (using in-house system) to be sent to consumer databases, Creating links to retail sites for each release, Liaising with other Universal label's Digital Departments, Light admin assistance.
- 5. Oct. 2008 - January 2009:** Apple Solutions Expert, Computer Warehouse (CW), London - UK
www.ComputerWarehouse.co.uk. [Acquisition of CW assets by Square took place on 26th March 2010. WebSite of New company is: <http://www.squaregroup.co.uk>]
Job Overview: Pre-Sales, Sales and After-Sales support and guidance for existing and perspective customers of the company.
- 6. July 2008:** External Advisor of UCLAN, for the franchise of the BA Music Production Course by the Aegean College in Athens, Greece | www.uclan.ac
Job Overview: Examining the proposal, premises and equipment of the Aegean College in Athens, in order to franchise the BA Music Production Course of the University of Central Lancashire.
- 7. Dec. 2007 - Onwards:** Permanent Columnist and Article Writer, HiTECH Music Pro Magazine, Group of Lambrakis Publications, Athens - Greece
Job Overview: permanent technical column of 2-pages, on Apple's Logic Studio and additional articles written for the magazine in Music, Music Technology, Music Business related issues. See "Profile > Articles" section at www.krasidis.com for more information
- 8. Jan. 2005 - Jan. 2008:** Business Development Manager of Rainbow S.A (Today: iSquare S.A.), Official Distributor of Apple Inc. In Greece & Cyprus
🍏 IMC: Independent Marketing company | 🍏 VAD: Value Added Distributor
| <http://www.apple.com/gr>, www.rainbow.gr, www.isquare.gr
Job Overview: Development and Support of Apple Creative Pro market in Greece & Cyprus. Organization of Marketing, Training, Promotional and Sales Events in retail, in the creative pro market and in the education market of Apple Software and Hardware Creative products.
 - ☑ Achieved Sales targets for the 3 consecutive quarters (April - December 2007).
 - ☑ Increase of Apple Software Sales in the region: 118% (Δ: 2007 Vs 2006)
 - ☑ Delivered the "Mac OS X Leopard Launch" Press Conference & Demo (Athens, Sept.07).
 - ☑ Delivered the "Apple Logic Studio Launch" in Athens, Greece (Nov.07).
 - ☑ 'Hands-On-Training' sessions of Logic Studio, Final Cut Studio 2, Aperture v.1.5 & CS3 on a Mac.

CHRISTOS KRASIDIS

- 6. Jan. 2005 - Jan. 2008:** Apple Software Trainer, TRain Centre: The Training Centre of Digital Technology I www.TRain.gr
Job Overview: Delivering Training Courses on Apple software: Mac OS X, iLife, GarageBand, Apple Audio SW for customers in Athens, Greece.
- 7. Oct. 2005 - June 2006:** Music Production Course Instructor, ANT1 Group:
Fame Studio, the Vocal & Music Production School I www.FameStudio.gr
Job Overview: Teaching Music Production related courses at the Fame Studio in Athens.

EDUCATION

- 1. Sept. 2008 - Sept. 2009:** University of Westminster I www.wmin.ac.uk
MA (with Merit) in Music Business Management (Full-time), in English (graduation: Sept. 2009).
Modules include: Leadership and Organizational Management, Issues and Challenges in the Creative Industries, Music Business Finance and Economics, Intellectual Property and Copyright Management, Innovation and Technology Management, Music Marketing Management
 - 2. Sept. 2003 - June 2004:** University of Hertfordshire I www.herts.ac.uk
BSc with second class Honours in Electronic Music, in English (graduation: June 2004).
Engineering and Information Science - Direct Entry upon the final year, via UCAS, due to qualifications.
Modules include: Compositional Strategies, Ensemble, Music Notation, Experimental Dissertation, Music Business, Hard-Disc Recording, Music Technology Skills, etc
 - 3. Sept. 2000 - Present:** National University of Athens: Musicology I www.music.uoa.gr
5-year based educational system in the Greek Language: Part time student: Distance Learning
Modules include: Music Dictation, Analysis, Morphology, Compositional Strategies, Orchestration, History of Music, Byzantine Music, Teaching & Music Educational Methods, Conducting etc.
 - 4. Sept. 1996 - July 1998:** Royal School of Music I www.abrsm.org
Associated Board of Royal School of Music: Diploma in Piano - Grade 8 (inclusive)
Associated Board of Royal School of Music: Diploma in Theory of Music - Grade 6 (inclusive)
- 5. Languages**
- (A) English Language Diplomas:
 - (i) GCE: English Language: Ordinary Level: Grade B
 - (ii) Pitman Qualifications: Advanced Level Achieved
 - (B) French language Diplomas:
 - (i) Diplôme D'Études En Langue Francaise: Niveau DELF-B2 (May 2008)
 - (ii) GCE: French Language - Ordinary Level: Grade C
 - (C) Modern Greek: GCE Ordinary Level: Grade A (English to Greek to English)
- 6. Sept. 1996 - June 1998:** National Lyceum - High School Graduation: average grade: 19,25 out of 20.

COMPUTER SKILLS

- Professional Certification: **Apple Certified Trainer** I <http://training.apple.com/certification>
 - (i) Apple Logic Pro 9 & Apple Soundtrack Pro Beta Tester (Nov. 2009 - Onwards)
 - (ii) Apple Logic Pro 8 (Jan. 2008) - Apple Logic Pro 7 (Apr. 2007)
 - (iii) Apple Soundtrack Pro 2 (Dec. 2007)
- Excellent Usage of Windows OS, Microsoft Office & The Internet Applications
- Excellent Usage of Apple Mac OS X, iLife, iWork and other Apple Applications.

OUTSIDE INTERESTS

- 1. Cultural Association of DIASTASIS (Jan. 2010 - Onwards, and 1996 - 1999)**
Limassol, Cyprus I www.diastasis.net. Some of the Performances took place at...
 - London** (UK): Her Majesty's Theatre
 - Paris** (France): Casino De Paris
 - Moscow** (Russia): Kremlin State Theatre
 - St. Petersburg** (Russia): State Theatre of St. Petersburg
 - Berlin** (Germany): Haus Der Kulturen Der Welt
 - Hamburg** (Germany): Congress Centrum Hamburg
 - Greece:** Zakynthos National Theatre
 - Cyprus:** All the main theatres of the island (Republic of Cyprus - EU).

CHRISTOS KRASIDIS

2. The Stage Trilogy Project by kappa MYSTA (May 2009 - Onwards)

Artistic Projects based on music and multimedia on the Internet I www.kappaMYSTA.com

The Trilogy is consisted of the following parts:

- (A) The [OnStage] Project (introduction music project) I www.kappaMYSTA.com/OnStage
- (B) The [BackStage] Project (multimedia project) I To be Released: Winter 2009
- (C) The [Stage aLive] Project (live exhibition of the projects material)

3. Synch Festival - June 2008, Athens, Greece I www.synch.gr

Assistant of Dr.Boulanger (Professor of Music Synthesis in Berklee College of Music) - Live Performer

- (A) One Laptop per Child project I www.olpc.org
- (B) CSound Performance I www.csounds.com

4. Sigmatropic 2004 - 2008, Greece I www.sigmatropic.gr

Keyboard Player - Backing Vocalist - Arranging & Performing in Live Gigs & Concerts all around Greece:

- (i) Opening act for "Nick Cave and the Bad Seeds" (Athens & Thessaloniki, Dec. 2004),
- (ii) Opening act for "Moby" & "Sonic Youth" (RockWave Festival – June 2005).
- (iii) Participated in major Greek Festivals: "MAD", "Radioactive Fest", RockWave, No Budget.
- (iv) Last Album "[Dark Outside](#)" released in the UK & in Greece (Sept.'07)

Listen To Samples Here: http://www.tonguemaster.co.uk/audio%20clips/darkoutside_mp3player.html

5. MUSICircus: JOHN CAGE UN-CAGED (Jan. 2004) London - UK

A dedication to John Cage. Part of the 'artistic performers' group of the Music Department of the University of Hertfordshire. A BBC Symphonic Orchestra event at the Guildhall School of Music & Drama.

6. New Media Edge Project (June 2003) Ballerup - Denmark I www.newmediaedge.dk

"European Project for Young Artists - 2003" for Ballerup (Denmark), Kifissia (Greece), Naka (Sweden) and Croydon (England). Live Performance at the "Kulturcenter Baltoppen" theatre of Denmark, with a Real-Time Internet Broadcast.

7. Recording & Production Mobile Studio (2002 - Onwards)

Composing, Arranging, Producing multimedia & music online projects.

May 2009: Release of *The [OnStage] Project* I www.kappaMYSTA.com/OnStage

See "Sound Production" section at www.krasidis.com for up to date information

8. Logo & Web Designing (2004 - Onwards)

- (A) Designed the web-site of Vintage Lounge Wine Bar in Limassol I www.VintageCyprus.com
- (B) Designed the professional web-space & logo of Veramand Ltd I www.veramand.com
- (C) Designed & uploaded my professional web-space & logo I www.krasidis.com
- (D) Designed & uploaded the web-site of flutist Theodore Krasides I www.theodoros.krasides.com
- (E) Designed & uploaded all artistic web-sites of kappa MYSTA I www.kappaMYSTA.com

9. Volunteerism:

- (A) Olympic Games of ATHENS 2004 - National Team of Norway I www.athens2004.com
- (B) On-line information & guidance in Greek, for the HIV/AIDS awareness I www.hiv.gr

10. Workshops & Festival Participation:

- (A) Art Performance: Artistic Workshop in Jerxheim - Germany (2007) I www.kunstwerkstoff.de
- (B) ISFiT 2003 - Norway I theme: Challenging Attitudes - Artistic WS I www.isfit.org
- (C) ICWiP 2001 - Hungary I theme: MEDIArt, WS: Youth & Culture I www.icwip.hu

11. Army Obligations Served (1998-2000): Republic of Cyprus

REFERENCES

Available Upon Requests