

Harris Laoudis

Max Greece

CEO and Managing Director

Harris Laoudis is the CEO and Managing Director of Max Greece, a part of Max Group, the largest independent advertising group in Greece. Max Greece is a Campaign Performance Media Agency dedicated to managing clients' media-buying budgets and strives to deliver optimal, measurable demand through AI technology and evidence-based methodologies, ultimately enhancing sales and market shares.

His entrepreneurial journey began in 2002 as the proprietor of Ira Media SA, a sports broadcasting and media sales company. By 2006, Harris Laoudis shifted his focus to advertising media planning/buying, leading Ira Media's transformation from a broadcasting and sales company to a boutique media agency with a primary emphasis on direct clients. He founded 3D Media in 2008, a member company of Max Group, serving as the pioneer Media Lab for 3D Hologram & AR tech.

Harris Laoudis concurrently holds the positions of owner and managing director at Ad Store Greece, has been a member of the international board of directors of the Network since 2016, and serves as the Managing Partner of Max Media Global. Since 2018, he has been the CEO and owner of Leadmark Performance, a tech company leveraging AI to project sales from advertising campaigns. Additionally, he is the owner of Publo, a start-up company.