

Peggy Antonakou is the CEO of Microsoft Hellas, Cyprus and Malta. She has deep experience in the fields of Management and Marketing, having held key positions both in Greece and abroad. She joined Microsoft in February 2012 as Sales Director of Small and Medium Businesses, a position from which she also led the management of Microsoft's Partner ecosystem, aiming to optimize the leveraging of the company's solutions.

Previously, she held the position of General Manager of Consumer and SMB divisions for the Southeastern Europe region in DELL S.A., where during her tenure, she achieved market leadership in many countries of her responsibility. She first joined DELL in 2002, in the Marketing Department of the company's Headquarters in Austin, Texas. Returning to Europe in 2006, she became the Sales Manager for Consumer and SMB for Greece, Cyprus and Italy, where she set the foundations and secured growth for a broad distribution network and for retail, achieving impressive market share within a short period of time.

Ms. Antonakou has previously held positions at General Motors USA και Opel Bank GMBH. She holds a degree from the School of Business Administration of the University of Piraeus and an MBA from the University of Michigan.