

# Eric C.B. Cauchi

Director at Eternal Greece Ltd

eric@eternalgreece.com

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## Summary

Thinker, avid learner, keen observer; Incurable optimist; Of limitless energy once inspired; Motivator; Sui generis heretic, yet worshipper of older values and virtues; Believer in the maxim that humour is a divine survival tool. My key values are ethics, thinking outside the box, meticulous preparation and relentless perseverance. I have been working in the shipping industry as a liner agent since 1976, having represented in Greece such top liner companies as KNSM (Royal Netherlands Steamship Company), Ben Line, ScanDutch, Royal InterOcean / NSUS, Nedlloyd Lijnen, Nordana Line, Grimaldi / Grandi Traghetti, HDS and A.P. Moller - Maersk Line. Through fruitful and proactive interaction with our Principals I energetically developed my competences and dexterity in all aspects of container as well as RoRo business, not least in efficient and incisive cost management. As a natural evolution in parallel to my main activity of maritime transport I also developed my complementary knowledge and experience in overland transportation, freight forwarding, logistics and ICT. As an avid traveller, photographer, scholar and being inspired by culture, history and nature, I have been attracted to the tourism business since an early age - but only became active in this sector in 2012 following a long period of gestation during which I fomented and refined my interpretation of what aspects of tourism are really worth developing and promoting in Greece. Distilling and combining decades' worth of experience with a pleiad of contacts world-wide I have also evolved into consultancy services in the sectors of business, education and investment.

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## Experience

### **Director at Eternal Greece Ltd**

August 2015 - Present (5 months)

Eternal Greece is a new tour operator focusing on the creation of round-the-year specialist, thematic tours in the inspiring and beautiful region of the Peloponnese, Greece. Our programmes break new ground both in terms of their themes and also in terms of locations and points of interest. For more information, please visit [www.eternalgreece.com](http://www.eternalgreece.com)

### **Sales and Marketing Manager at Zen Travel Ltd**

March 2012 - Present (3 years 10 months)

- Mapping the global B2B tourism market (incoming to Greece). - Developing relations with foreign partners. - Participation in Fairs. - Conducting international marketing and sales campaigns. - Contributing to and supervising the design and production of publicity material (brochures, web site, e-mail campaigns). - Contributing to the development of relations with service providers in Greece and abroad.

### **Managing Partner at SEAbility Ltd**

July 2008 - Present (7 years 6 months)

Liner agency based in Piraeus, with offices in Thessaloniki, Limassol and Varna (JV). My roles include strategic planning, fomenting and refining relations with foreign partners, ensuring quality and continuity of service by all our of our points of presence.

### **Managing Director at Eric Cauchi SA**

September 1992 - July 2011 (18 years 11 months)

Eric Cauchi SA as a liner agency successfully introduced - A.P. Moller / Maersk Line to the Greek container market in 1993 and supported the Line's dynamic expansion until 1997, whereupon Maersk Line opened their own offices as per global custom. Other lines in our portfolio included: - Grimaldi Lines, Genoa - Hanjing Shipping, Hamburg - Hanseatic Shipping, Hamburg - Nordana Line, Denmark Our driving values have always been: - Servicemindedness - Creativity - Consistent and uncompromisingly quality-driven services My role in Eric Cauchi SA has been that of a strategic thinker and a listener, whilst never hesitating to break new ground whilst respecting old, core values that have withstood the test of time.

### **Managing director at Felix Cauchi and Son**

September 1976 - July 1992 (15 years 11 months)

Having started in the liner agency business in 1976 as a trainee, I gradually collected experience and actively developed my skills and expertise in this sector since then. The shipping Lines I worked with in 'Felix Cauchi and Son' included: - The Royal Netherlands Steamship Company (KNSM / Koninklijke Nederlandse Stoomboot Maatschappij ), Netherlands. - Ben Line Steamers, Scotland - Royal Interocean, Netherlands - NSUS / Nedlloyd Lijnen, Netherlands - ScanDutch I/S (Partnership), Denmark

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## Education

### **The Open University**

Diploma, Geosciences, 2005 - 2010

### **University of Liverpool**

Chemistry, 1973 - 1976

### **Moraitis School, Athens**

1961 - 1973

Activities and Societies: Chess team

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## Honors and Awards

### **Diploma, Geosciences**

The Open University, UK

June 2010

### **Cert. in Natural Science**

The Open University

### **Cert. in Contemporary Science**

The Open University

## **Cert. in Mathematics**

The Open University

### **Certifications**

Various

A fair number of participations and certifications over the years in diverse fields, from Export Marketing to IATA training to Digital and Social Media Marketing.

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## **Courses**

### **Chemistry**

University of Liverpool

Organic chemistry

Inorganic chemistry

Physical chemistry

Geochemistry

Oceanography

### **Diploma, Geosciences**

The Open University

Modelling the Climate S199

Exploring Mathematics MS221

Maths for Science S151

Discovering Science S103

Using Mathematics MST121

Geology S260

Introducing Astronomy S194

Fossils and the History of Life S193

Volcanoes, Earthquakes and Tsunamis S186

Earth's Physical Resources: origin, use and environmental impact S278

The Geological History of the British Isles SXR260

Understanding the Continents S339

Our Dynamic Planet: Earth and Life S279

Beyond Google: Working with Information Online TU120

Practising Science SXR103

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## **Languages**

**English,** (Native or bilingual proficiency)

**Hellenic (Greek)** (Native or bilingual proficiency)

**French** (Professional working proficiency)

**Italian** (Elementary proficiency)

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## Skills & Expertise

**Business Strategy**  
**Transportation**  
**Strategic Planning**  
**Management**  
**International Sales**  
**Business Development**  
**International Business**  
**Business Planning**  
**Team Building**  
**Sales Management**  
**Marketing Strategy**  
**Entrepreneurship**  
**New Business Development**  
**Contract Negotiation**  
**Strategy**  
**Start-ups**  
**Project Planning**  
**Small Business**  
**Coaching**  
**Logistics**  
**B2B**  
**Operations Management**  
**Marketing**  
**Container Shipping**  
**Tourism**  
**Sales**  
**Tourism Management**  
**Marketing Management**  
**Heritage Tourism**  
**Negotiation**  
**Training**  
**Foreign Investment**  
**Tour Management**  
**Social Media Marketing**

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## Interests

In random order: international politics / foreign affairs, education, sustainable and innovative tourism, sustainable growth, archaeology, new technologies, environmental issues, geology, digital marketing, mathematics, comparative linguistics, history, the natural sciences, hiking, trekking, cycling, photography, travelling, PE, martial arts.

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[Contact Eric C.B. on LinkedIn](#)