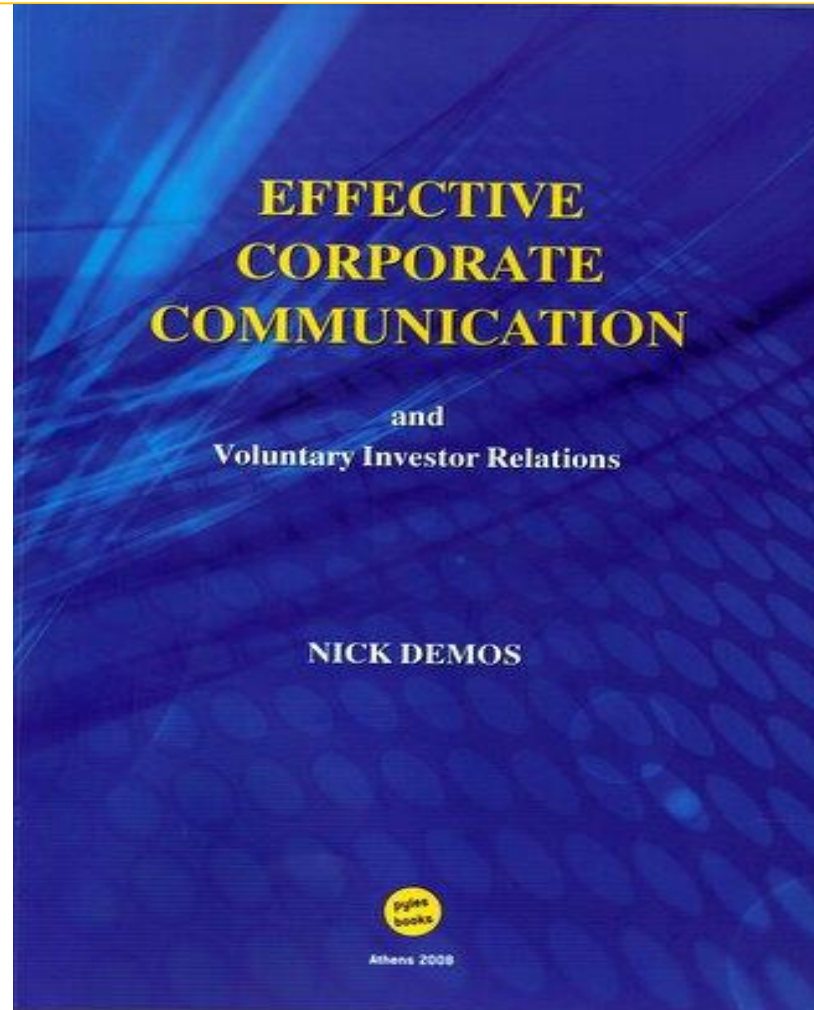


Nick Demos

Expertise	▪ Global Business Strategy (www.nadltd.com) ▪ Equity Capital Markets ▪ Raising Capital & Corporate Communications
Experience	▪ Strategic Marketing-Corporate Strategies ▪ IPOs-M&A-Joint Ventures ▪ Institutional Money (www.globalplacementscanada.com)
Education	▪ PhD: Heriot -Watt University (Edinburgh) ▪ MA, DSS, MBA: York University (Toronto) ▪ BA: Piraeus University (Athens)
Research	▪ <i>Information Asymmetry & Firm Visibility</i> ▪ <i>Media Following & Noise</i> ▪ <i>Strategic Positioning & Investor Recognition</i> ▪ <i>Raising Capital & Roadshows</i>
Publications	▪ Book: “Effective Corporate Communication”, 2008 ▪ Book: “1071–Strategic Defeats & Decline of Hellenism”, 2015 ▪ Academic Papers & Articles

Book: *Effective Corporate Communication*



.....provides an enhanced interface and understanding between academic research and business practice in the areas of mandatory and voluntary corporate communication.....

ECC Book comments

“ This monograph is the most comprehensive and systematic analytical treatment of this very sensitive and important subject for a long time. Thus, it has the potential to become a standard reference publication in this field”

Dr. Emilios Avgouleas, University of Manchester

“I find it valuable for our stock exchange and for the local market participants also. Why I am saying this is because of the similarities in the type of listed companies on the Bucharest Stock Exchange and Athens Stock Exchange, or, like you say it in the book, of “small capitalization listed firms that struggle to get investors attention”. On the other hand, your book is very useful to us as we are permanently trying to improve the CG education level for our firms”

Steve Farmache, President & CEO, Bucharest Stock Exchange

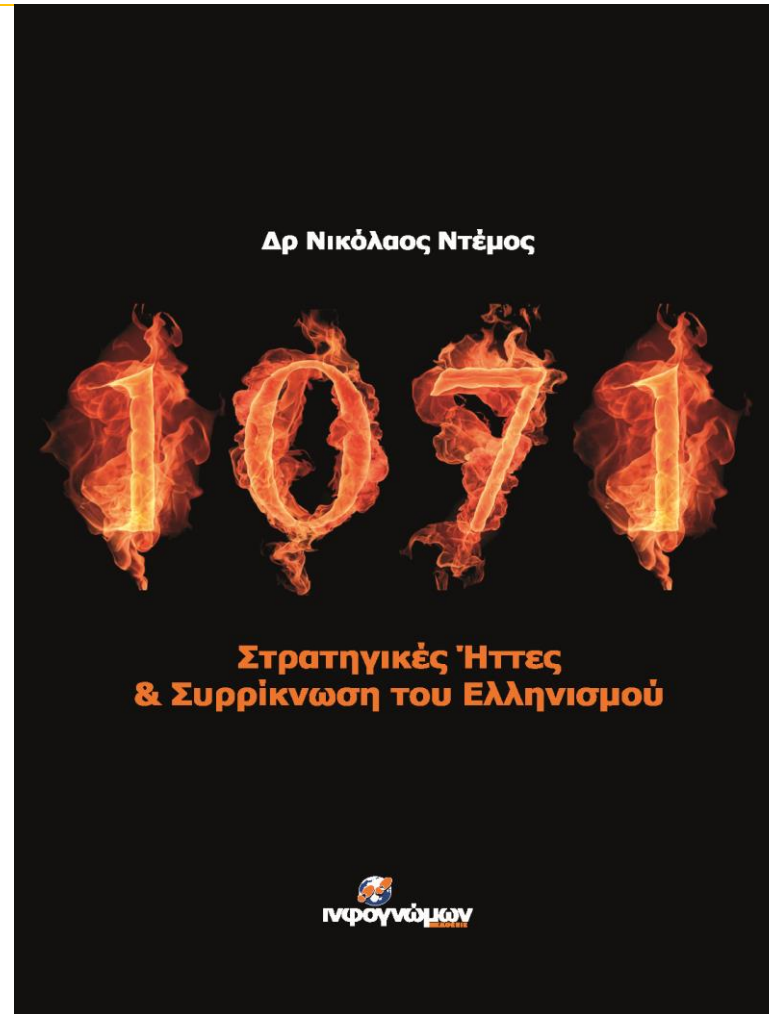
“Excellent and practical book for all players in the stock market”

Dr. Reto Francioni, CEO, Deutsche Borse

“Your precious book, which will be with great benefit in the global communication field”

Jalil Tarif, CEO, Amman Stock Exchange

Book: “1071” *Strategic Defeats & Shrinkage of Hellenism*



.....presents the strategic geopolitical shifts, the superpower struggles and the clash of cultures and civilizations in the Eastern Mediterranean lands between the 7th and the 16th centuries.....

“1071” Press comments

“Meticulously researched and well documented military history book that offers very straightforward arguments and a compelling thesis”

“Nick Demos’ strategic and geopolitical approach provides a strong and sharp insight and also prognostications”

“Thoughtful, insightful, stimulating, engaging and lively”

“The book gives a comprehensive and rigorous account of four strategic battles that shaped Greece, the Middle East, Europe and the Americas”

“The book talks about defeats and shrinkage but it is an inspirational book especially during this period of the recent Greek financial crisis and collapse and even gives answers and proposes pragmatic solutions for Hellenes”

Academic Research

Published

- ◆ Demos, N. (2013) “Targeting Investors via Proactive Roadshows”
- ◆ Demos, N. and Marston, C. and Samitas, A. (2011) “Information Asymmetry and Relationship Roadshows”
- ◆ Demos, N. and Marston, C. (2009) “Visibility via Roadshows for Listed Companies”
- ◆ Demos, N. and Marston, C. (2007) “Firm Visibility via Group Presentations”
- ◆ Demos, N. (2005) “Creating an Effective IR Paradigm”

Forthcoming

- “Group Presentations effects on Trading Volume and Stock Price”
- “Raising Capital and Proactive Roadshows”
- “Conference Calls effects on Trading Volume and Stock Price”
- “Investor recognition and Analyst & Media following”
- “Media following and media noise”
- “Firm Visibility via Dual Listings”
- “Press Coverage Effects on Trading and Value”

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