IOANNA ANASTASAKI

Co-Founder & Chief Strategy & Growth Officer, VALUE

Athens, Greece | value.marketing | value.marketing/press/ioanna-anastasaki

Please name her in print as → Ioanna Anastasaki, Co-Founder & Chief Strategy & Growth Officer, VALUE

ONE LINE

Ioanna Anastasaki is Co-Founder & Chief Strategy & Growth Officer of VALUE, the Marketing & Software House in Athens, and was selected for Fortune Greece 40 under 40 2026.

SHORT BIO

Ioanna Anastasaki is Co-Founder & Chief Strategy & Growth Officer of VALUE, the Marketing & Software House she co-founded in Athens in 2018, one of the first official Claude partners in Greece and an NVIDIA partner. A founder for 14+ years, she is a Boussias Media 20 under 40 honoree and was selected for Fortune Greece 40 under 40 2026.

LONG BIO

Ioanna Anastasaki is Co-Founder & Chief Strategy & Growth Officer of VALUE, the Marketing & Software House she co-founded in Athens in 2018. A serial founder with 14+ years as an entrepreneur, she launched Nettico (2012 to 2014) and Winks (2014 to 2016) before VALUE. Her expertise spans marketing strategy, creative concepts, personas and growth.

VALUE runs 360 digital marketing in house, from performance advertising and content to SEO, GEO and web development, and builds its own AI tools on ORION, its own AI server. Its line is simple: "We don't use AI. We build it." The tools follow the whole customer journey. GEO & SEO monitoring tracks whether AI assistants name a brand, Glanzz predicts where attention lands before launch, echo answers every site visitor in their language, and Δelta alerts e-commerce teams when conversions drop. VALUE is one of the first official Claude partners in Greece, an NVIDIA partner, and has won 50+ awards internationally.

Ioanna was selected for Fortune Greece 40 under 40 in 2026, is a Boussias Media 20 under 40 in marketing honoree and serves as an alternate board member of SED.

FAST FACTS

- Co-founded VALUE in Athens in 2018, with Konstantinos Kotsigiannis (Co-Founder & CEO)
- Expertise → marketing strategy, creative concepts, personas and growth
- Earlier companies → Nettico (2012 to 2014), Winks (2014 to 2016)
- Recognition → Fortune Greece 40 under 40, 2026 | 20 under 40 in marketing, Boussias Media

- Boards → alternate board member, SED
- Press → interview with Euro2day, January 2023 | Q&A with Marketing Week Greece, February 2024

TOPICS SHE COMMENTS ON

- AI search and GEO → why brands go missing from AI answers, and what gets them cited
- AI shopping agents and e-commerce → what stores must state so an agent can read and buy
- E-commerce CRO → catching a conversion drop the day it happens
- Ad creative and attention → predicting where people look before launch
- AI assistants on websites → answering every visitor, in their language, with a source
- Building AI instead of renting it → why a marketing company runs its own AI server
- Marketing strategy and growth | founders and leadership | the Greek digital market

PRESS CONTACT

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