

Biography: Elia Christoulis
Director, *Greek Roots*

Raised in Athens, Greece, 36 years ago, Elia is her parents' eldest daughter. She obtained a BA in Business Administration and Marketing from the American College of Greece. Her father passed away in her last year of studies and she decided to take over the family business in building security systems and construction. This was a massive challenge for a young woman, but, as Elia explains, it taught her a great deal and shaped her character. When the economic crisis hit Greece in 2009, one of the first sectors affected was construction and Elia had to make the painful decision to close the family business. She transitioned to become a sales executive and marketing director for two large national companies. Throughout her career, Elia liaised with all the public sectors in Greece, a challenge she always enjoyed.

A few years ago, a relative from Melbourne contacted her to request assistance regarding a tax issue in Greece. This was the starting point for me. In her usual good natured way, Elia researched the substantial Greek community in Melbourne to assess their needs and challenges regarding their issues in Greece. This was the inspiration for *Greek Roots*, a company and service that navigates easily and dynamically through the bureaucracy and red tape associated with public sectors in Greece, more than a law firm or a simple accounting practice.

“The name of the company comes from the olive tree, a symbol of ancient Greece. As the roots provide nourishment and wellbeing for the entire tree, we too strive to provide the vital and correct support for all the branches of our Greek diaspora. In January 2017, Greek Roots officially established their headquarters in Athens, Greece, and the first international office in Melbourne, Australia. After two successful years in Australia, Greek Roots is now spreading its wings to North America and Canada. I am fortunate enough to travel between Greece, North America and Australia to personally support my exemplary and multidisciplinary team, and to meet the Greek diaspora who are the basis and backbone of Greek Roots.”

