



Anastasios Spanidis

The “Wolf of Entrepreneurship” and a man who stops at nothing achieving his goals!

There are some interviews that just reading about them, doesn't do them any justice... especially trying to capture who Anastasios Spanidis is on paper! I will try to paint you a picture... this picture actually exists; I am sure you all have seen the movie “the wolf of wall street”, right? Well, the role that DiCaprio is playing in the movie resembles Anastasios to a very big extent! He is loud, extravagant in the best sense, has a super-laugh that you just can't get enough, great sense of humour, he is all about business and how to grow, result oriented, hands on experience and know-how, resourceful, direct and forward... a powerful man with large ambitions! And the best part about him is that he knows exactly who he is, what he wants and he sure knows how to get it...

Anastasios Spanidis as I said is a go-getter and nothing stops him... as all teenager do, he asked his parents for a car and they didn't grant his wish. So, his reply was *“I will buy my car with my own money in less than 3 months”!* And guess what? He did! How? By selling what his best friend knew best; designing websites. And in a period in Greece were websites weren't yet known much but also not an important source of income for companies! He says *“I opened the phone directory and started calling companies... at some point I had reached 100 companies who all had turned me down and you can understand my devastation... So right at that moment, I received 2 phone calls; one from my girlfriend and the other from a friend, both asking me to go out and have fun! But my reply was I can't cause I am doing something! And so, I picked up the phone again and closed my first client”!* He says that was an important lesson for him; to be persistent!

And By the time he had finished his Master's Degree and his military, He and his partner already had 500 clients! And today Anastasios Spanidis is the General Manager and Co-founder of Generation Y, an international interactive agency specialized in every aspect of e-promotion, a market leader in Greece and the Balkans and one of the major players in Europe. During the past 16 years, Generation Y, has grown to an international agency with offices in 5 countries and clients in 17 countries, serving mostly medium and large-scale enterprises.

He believes that you are born an Entrepreneur and I couldn't agree more! He says in 3rd year, at the age of 8, in order to buy candies he would make little things from waste and sell it to his school mates! And just to get back at his parents he would leave the wrapper somewhere so they would find it! Amazing ha?!! Well he is very committed and stops at nothing achieving his goals! If you want to get results and make money, he sure is your man...

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