



Meet George Mavros.

..... a quick, analytical mind, a pragmatic and down-to-earth disposition, a philosophy of living each moment as if it was your last, is just a glimpse into a no frills character, primed with life building and business making experiences. Born in the eighth sign of the zodiac, Scorpios are said to be stable in character, very sensitive and emotional. It is inferred that they turn rejection and hurt into a positive redirection. By Chinese astrology, the birth date is associated with the Ram people who enjoy being in the midst of a crowd. People flock to see these individuals due to their helpfulness. They are wise, gentle, and compassionate.

Believe it or not, this is true to the makings of George, who would at this point shout "enough already" to this introduction.

..... **and the real George?** As a family-oriented person, a strong spiritual foundation and an aptitude to make things happen, George's temperament is commanding, rebellious, noble, and magnetic. He has the ability to engross himself into a new business or community adventure or project at a moments notice. However as a social activist he finds time for coaching and presiding over his local soccer club and mentoring young entrepreneurs and business people, in association with the Department of State and Regional Development.

George the Life Coach and Mentor is a successful businessman with a "what you see is what you get" persona. He is intent on relationship development and has a calculated and energetic resourcefulness for business success.

Tell me more His foundation business strengths have transpired from a multifaceted approach developed within a 30 year sales, marketing, consulting and management career involving a variety of industries and market segments, spanning from manufacturing through to Import / Export

Not fazed by hard work, yet holding pronounced skills for doing things smarter, he makes use of his multi-tasking abilities to stay on top. George has gained valuable experience by riding the peaks and troughs of an action-packed career, impacted on by smart and not so smart decisions, learning from them all.



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In addition to this, he pursued tertiary business education, and undertook various sales, marketing and motivational courses. This has resulted in a stronger and more rounded character, a stockpile of talents, high energy levels and an optimism supported by a determined and ambitious nature. George combines his tertiary and business experience, melded in with his life coaching, NLP and mentoring learning to deliver a holistic solution to any challenge he is presented.

..... **and you ask what makes George Mavros?** Coming from a Greek heritage, a mother working seven days a week in a take-away shop, and values spawned from ethical standings of decency and equality, George's intuitiveness and sense of innovation have been matched by an appreciation of originality and adventure. This has been reflected throughout his career as he developed a reputation for delivering performance outcomes while continually measuring up to emerging challenges. Creating his first product at the age of 11, and managing his first business venture simultaneously, his commercial basis has been supplemented by over 40 years experience in sales, marketing and distribution. He commits himself to achieve greater benefits and outcomes for those he works with through the creation and critical evaluation of innovative ideas and strategies. This symbolised through his representation of major companies and extensive product ranges.

..... **so who are these companies?** The companies represented are both SME and major corporations, involved in a variety of industries including but not limited to grocery, confectionery, stationery, hardware, chemical, pharmaceutical, professional services and government. From the age of 19 – 33 he progressed from junior salesman within the Artline Marking Pens business to the position of Managing Director of the NSW Distribution Company. George has been influential in the success of a variety of household brand names incorporating the extremities of the market place. Brands such as WD 40, Armor All, Pampas Puff Pastries, Alcan Aluminium, Artline Marking Pens and Barilla Pastas and Spaghetti to name a few.

..... **where is he now?** George is Managing Director of ETSI CONSULTING which is a multi disciplinary business coaching and advisory practice, assisting people to realise their true potential in their business endeavours. ETSI focuses on Sales marketing Business development plus Intellectual property and product procurement, George's passion is people. He is committed to empowering people to realise their true potential through soft skills and motivational training and coaching. He continues to be driven by his strong sense of responsibility as a member of whatever industry or community his connected with. He has recently added author and motivational speaker to his resume in keeping with meeting his needs for continual challenges whilst sharing his enthusiasm, knowledge and experience through a passion and regard for human-centred activities.