

Ioannis Bras

Position: Founder and CEO

Organisation/Authority: Five Senses Consulting & Development

Short Bio:

Mr. Bras, started his career in the U.K., after his degree as a Structural Engineer and an MSc in Project Management. Through different positions of responsibility, like PFI projects and Risk Management in the closure of nuclear reactors, he gained extensive knowledge and experience in the Project Management sector. He has also worked in the development of commercial & real estate projects, the development of Shopping Centers, Project Management Services and Development of new projects.

For 6 years he was the Chairman and CEO of Heraklion Port Authority S.A. and he was also the Vice-chairman of the Hellenic Ports Association. His prime focus was the strategic planning and development of the port and destination, emphasizing on the Cruise Business and the promotion of relationships with all stakeholders.

Today, he is the Founder and CEO of Five Senses Consulting & Development, a boutique consulting company that specializes in Cruise Development for Ports and Destinations and Digital Destination Marketing projects. His business model for Cruise Development Five Senses©, develops appropriate actions and gives the highest measurable results for visitor satisfaction through the activation of Historical, Cultural and Gastronomical parameters of the destination. His "Secret Shopper Audit System" for passenger experience identifies all areas for improvement and with a detailed special report new projects are being proposed to increase the awareness and experience of the passengers.

Ioannis has been involved in the development of the Greek cruise health protocols as an external consultant to the Ministry of Tourism Greece and is actively assisting in the ReStart processes of cruise ports around the world. He is also currently working with EU Healthy Gateways in the development of the Cruise ReStart Process Maps (CRPM's) due to be published soon.

Through his career he has won 21 Awards with the latest being the MedCruise Award for Best Industry Article via Cruise Times Magazine and the 2020 Cruise Insight Award for his Experience Enhancement Project for the port of Agios Nikolaos Greece.

Ioannis is also a founding member of the Cruise Professional Advisors Alliance (CPAA.pro)