



Interview - Elena Tanou

WP 2

Activity 1 (Leaders Interview)

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Interview Metadata

Date of Interview:	30/06/2025
Interviewer Name:	Antonia Nikolaidou, Senior Project Manager at Eurosuccess Consulting
Consent for data collection	Yes. Consent is implied through active participation in a public podcast interview and the completion of a signed consent form.
Additional remarks on the interview	Podcast Video available here: https://www.youtube.com/watch?v=CWcwNds8GAM&t=145s

Meet the leader

Name:	Elena Tanou
Age:	
Gender:	Female
Current role and position:	Vice President, Top Kinisis Travel PLC; President of Nicosia Tourism Board; Vice President of the International Chamber of Commerce in Cyprus; multiple board roles (13 in total)
Years of Work Experience:	42+
Years in Leadership Roles:	30+
Organization:	Top Kinisis Travel PLC
Sector of Activity:	Tourism, Entrepreneurship, Civic Engagement, Transparency & Social Equity
Country / City:	Cyprus / Nicosia



Organization Size:	<input type="checkbox"/> Micro <input type="checkbox"/> Small <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Large
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Main Interview Content

Interview Section	Summary of Answers	Selected Quotes
The Path to Leadership Key moments, challenges, values	Mrs. Tanou began her career in the tourism sector after studies in Switzerland and the UK. She founded her own travel agency, eventually merging to become Vice President of Top Kinisis. She overcame gender barriers and built credibility through excellence. Leadership emerged from involvement in civil society (e.g., BPW, Rotary). Her leadership style evolved through experiences across sectors.	"I decided that I wanted to be the boss of my own."
Your Approach to Leading Inclusion, decision-making, vision	Her philosophy emphasizes "thinking big," team engagement, mutual respect, transparency, and ethical conduct. She actively mentors, inspires, and involves others in inclusive brainstorming and decision-making. She empowers individuals to pursue opportunities and believes in collective success over individual achievements.	"On your own, you can win battles. With a good team, you can win championships." "I encourage them with the word 'Φιλότης': honor your team, your collaborators."
Driving Change Strategies for sustainable and positive outcomes	She drives social change through diverse roles: chairing EU-funded initiatives, leading sustainable tourism actions, and promoting women's leadership. She helped initiate a sustainable events manual and continues to empower young entrepreneurs and students locally and internationally.	"We developed a manual A to Z for sustainable events, now used across the EU."
Bias & Belonging Tools, practices, awareness	As the only woman in several male-dominated spaces early in her career, she learned to stand out by providing value. Her leadership in inclusive projects (e.g., Nicosia branding) brought diverse voices to the table. She connects people of all ages and backgrounds.	"We included everybody- young, old, experts, housewives- to shape the identity of Nicosia." "I do it in every project. Inclusion is at the heart of everything."





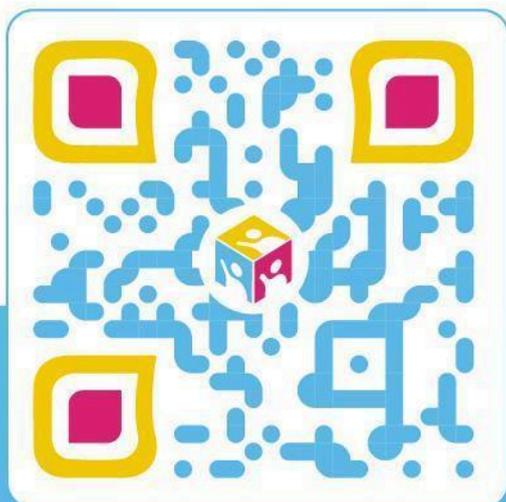
<p>Sharing What Works Inspiration, examples, transferable tools</p>	<p>She strongly believes in mentorship, networking, and sharing experiences. She connects professionals across countries and sectors to spark EU collaborations and innovation. She promotes a mindset of service-driven leadership, grounded in ethics and global citizenship.</p>	<p>“If you have experiences and don’t share them, they mean nothing.”</p> <p>“I lead, support, unite, inspire, offer, deliver - but always with ethos, integrity, and passion.”</p>
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