

Vassilis Douros

Advertising is one lever.
Marketing is the whole machine.

Two decades on the operating side of marketing, from the Athens 2004 Olympic Games to TELUS. His point of view is unfashionable and well evidenced: most organizations over-invest in what is easy to measure and under-invest in what actually builds the business.



PROOF IN MARKET

+8%

SALES

-47%

CPA

Gold Effie, TELUS High Stakes (2025). Best Q2 ever, on nearly half the prior media budget.

4× Gold

Global Search Awards, 2025 and 2026

Marketer of the Year

Marketing Magazine, 2014

2× Judge

Canadian Marketing Association Awards

Jury member

Strategy Agency of the Year

TOPICS HE IS ASKED TO UNPACK

01 Escaping the short-term ad trap

Why brands chasing this quarter’s clicks end up paying more for less growth, and how to rebalance brand and demand without losing the room.

02 Marketing through volatility

What holds when budgets get cut, priorities flip and the CEO wants an answer by Friday. A field view from the operator’s chair.

03 Evidence-based growth

Making empirical research survive contact with boardroom reality, so the marketing plan is argued on evidence rather than opinion.

CAREER

TELUS	Telecom
WestJet	Aviation
Sport Chek	Retail
bwin	Online gaming
Deloitte	Consulting
Universal McCann	Media agency
Athens 2004	Olympic Games

Vassilis Douros

For event hosts, moderators and organizers

SHORT BIO · FOR PROGRAMS AND SITES

Vassilis Douros is a marketing effectiveness and media strategist with more than 20 years in the operator's chair, spanning the Athens 2004 Olympic Games, Universal McCann, Deloitte, bwin, Sport Chek, WestJet and TELUS. He is a two-time Canadian Marketing Association Awards judge, has served on the Strategy Agency of the Year jury, and co-hosts The Sleeping Barber podcast. He speaks on escaping the short-term ad trap, marketing through volatility and evidence-based growth.

MC INTRODUCTION · READ ALOUD, ABOUT 30 SECONDS

Our next guest has spent more than 20 years on the operating side of marketing, from the Athens 2004 Olympic Games to Sport Chek, WestJet and TELUS, where his team's work earned a Gold Effie. He has judged the CMA Awards twice, co-hosts The Sleeping Barber podcast, and holds a simple, unfashionable view: advertising is one lever, but marketing is the whole machine. Please welcome Vassilis Douros.

ONE-LINE CREDIT · FOR NAME CARDS AND LOWER THIRDS

Vassilis Douros, Marketing Effectiveness & Media Strategist;
Co-host, The Sleeping Barber

PRONUNCIATION

Vah-SEE-lees DOO-ros

PORTRAIT



Hi-res portrait: vassilisdouros.me

THE SLEEPING BARBER

An unscripted podcast where researchers, economists and operators pull apart marketing myths. Co-hosted with Marc Binkley.

sleepingbarber.ca

CONTACT

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