



MARINA THEODOTOU

**Managing Director of Curveball Strategic
Consultancy Ltd**

Sector: Management Consulting

District: Nicosia



Nomination as an Ambassador

Marina Theodotou is an Economist and the founder of Curveball Ltd, a boutique strategic consultancy services provider to Investment Promotion Agencies, start-ups, foundations and private enterprises. Previous roles include Director of Business Development and Operations at the Cyprus Investment Promotion Agency. During her tenure, Cyprus was ranked for the first time in the World Bank Doing Business Report. In her role as Country Director where she set up the office of the Financial Services Volunteer Corps in Amman, Jordan, the Central Bank of Jordan strengthened on site and off site supervision and Basel II requirements; the Jordan banking sector adopted the Small Medium Enterprises Strategy Blueprint developed by FSVC in conjunction with H.E. the Minister of International Cooperation. Earlier in her career at Bank of America, Ms. Theodotou worked in Trade Finance, Internal Audit, Corporate Treasury, Risk Management and Strategic Benchmarking in Quality & Productivity at Bank of America in Charlotte, North Carolina and in New York City. In 2009, she was voted one of the most powerful women in business in Cyprus. She holds Bachelors and Masters Degrees in Economics from the University of South Carolina, a Six Sigma Black Belt and an IEMA certified Climate Change Leader.

About the Company

Curveball Limited is a boutique consultancy firm providing customized advisory services in the areas of strategic assessment, planning, and implementation and monitoring. We provide tacit and measurable guidance to help you think strategically.

At Curveball, we also believe that empowerment and accountability are the two sides of the same coin, and are indispensable in the growth of the organization once the strategy is put in place. Empowerment ranges from individual empowerment for each of the people of an organization to organizational empowerment that includes

process improvement, lead generation and capital raising. At Curveball, we help you implement empowerment and accountability. Another indispensable dimension to the success of an organization is Corporate Social Responsibility. At Curveball we believe that CSR is at the nexus of people, profit and planet. We provide the advisory and the tools to help your organization to adopt and implement CSR for your organization, in your effort to be more socially and environmentally responsible.

Further Information

<http://www.curveballlimited.com>

m_theodotou@hotmail.com