Ioanna Dretta is the CEO of Marketing Greece, a non-profit company of the Greek Tourism Confederation (SETE), aiming to promote Greece. During her 20-year career, she has held senior positions in the private and public sector and has a proven track record in creating impact in complex environments. Since 2012, she has been serving greek tourism. She holds a degree in Civil Engineering from NTUA, with postgraduate degrees in Imperial College London (MSc) and Harvard Kennedy School (MPA).