



Greg Efthimiou

Vice President, Public Relations
GoDaddy

Greg Efthimiou leads GoDaddy's global Public Relations organization, which protects and enhances the technology company's reputation through media relations, executive positioning, issue and crisis management, thought leadership and content generation. He also oversees the company's Venture Forward research initiative, which promotes the economic impact of small businesses in communities around the world and positions GoDaddy as a premier champion of their success. Greg previously served in communications leadership roles at Honeywell, Bank of America Merchant Services and Duke Energy.

He earned a Bachelor of Arts in Leadership Studies degree from the University of Richmond and a Master of Arts in Mass Communication (Public Relations) degree from the University of North Carolina at Chapel Hill, where he was a Roy H. Park Fellow.

Greg is a contributing author to *The Handbook of Crisis Communication* by W. Timothy Coombs and Sherry Holladay and *Corporate Communication: Seventh Edition* by Paul Argenti.

He serves on the Executive Board of Advisors at the Jepson School of Leadership Studies at the University of Richmond and the Board of Directors for the Central Piedmont Community College Foundation in Charlotte, North Carolina. In addition, he provides pro bono communications counsel to the Sullenberger Aviation Museum and volunteers, alongside his family, with Special Olympics of North Carolina.

Greg, his wife and their three children live in Charlotte.