

Insight on Coaching – Guest Bio

Evangelia Souris, AICI, CIP, MPA
President, Optimum International
Center for Image Management

Introduction

Evangelia Souris is an International Certified Image Consultant and Founder and President of OPTIMUM International Center for Image Management. She is Boston's sole Certified, (AICI,CIP) Image Consultant and an award-winning image, fashion and makeover consultant. With a clientele that includes political heads of state and domestic elected leaders, she has been helping individuals and organizations develop and enhance a permanent optimal image through expert guidance in the areas of appearance, nonverbal and verbal communication, business, social, international and cultural etiquette and protocol. Evangelia has been featured as an expert image consultant in the nation's leading publications including: *USA Today*, *New York Times* as well as CNN, ABC and NBC news.

Experience

Evangelia holds extra specialties in business and social etiquette, political image, celebrity image, international protocol, communication and branding, executive and professional image, career and image, illness and image, wardrobe/ personal shopping and makeovers for men and women. She has authored twelve seminars on the application of image strategies that help develop optimal personal, professional and organizational presence by focusing on the impact of a palpable presentation (appearance), nonverbal communication (posture, poise, gestures, body language, clothing, color), verbal communication (listening, speaking, enunciation), and business, social, international and Children's Etiquette and protocol (befitting behavior, civility, sensitivity to organizational culture).

Education

- Evangelia received her B.A. from Bridgewater State and earned her M.B.A. in Public Administration from Suffolk University.

Professional Affiliations, Publications and Recognition

Evangelia has been featured on CBS and ABC news, USA Today, Lawyers Weekly USA, The Boston Globe, The Boston Herald, New York Times, CNN, Access Hollywood, Detail and Upscale magazine, Public Television, and in numerous seminars.

Her most current affiliations are with the Association of Image Consultants International (AICI), The Premier Association for Image Consultants, Worldwide and the American Society for Training and Development. She is currently sitting on the board of the New England Chapter as President. She has also held the positions of VP of membership and Treasurer. Recognized for her dedication to the quality of life concerns of Cancer Patients she has been appointed as the first Volunteer Program Coordinator of the Look Good-Feel Better Programs for the Boston Mass area. She is currently writing a book about cancer and image and has spearheaded the effort of integrating the power of image into an arsenal of cancer support management tools. She has also authored and conducts the seminar "YOUR OPTIMAL IMAGE AND CANCER...ITS POWER, ITS MAGIC!©"