

HELEN GEORGOPOULOS

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SENIOR BUSINESS STRATEGY | MEDIA & ENTERTAINMENT | CREATIVE TECHNOLOGY

Strategic leader with extensive experience across creative technology, media production, and product-facing environments. Known for distilling creator workflows, market dynamics, and emerging technology trends into clear strategic guidance that informs product and business direction.

Brings structured analysis, competitive insight, and a systems-level view to ambiguous, fast-evolving environments. Adept at influencing cross-functional teams, aligning R&D with market realities, and shaping long-range decisions across the Media & Entertainment ecosystem.

CORE COMPETENCIES

Strategy & Scenario Planning • Market & Competitive Intelligence • Creator Workflow Insight • Product & Portfolio Strategy • Executive Communication • Cross-Functional Alignment (Product/Eng/R&D) • Emerging Tech (AI/ML, Real-Time) • GTM & Systems Thinking • Structured Problem Solving

EXPERIENCE

Avid Technology — Product Specialist & Partner Account Manager (Audio & Video)

Toronto, ON • 2008–2012

Supported enterprise accounts and professional creators across Pro Tools and Media Composer. Delivered workflow consultation, product demonstrations, and creator-facing insight that strengthened product adoption and partner alignment.

WaveDNA — Multi-Million-Dollar VC-Funded Creative Technology Venture

Toronto, ON • 2012–2023

Director → Managing Director (Strategy, Product & R&D Alignment)

Led strategic operations and product direction for a venture-backed company developing creator-focused patented music production tools. Operated across creator workflows, engineering, and R&D to guide product clarity, competitive positioning, and long-range roadmap decisions.

- Developed product strategy grounded in creator workflow insight and ecosystem trends.
- Translated complex technical considerations into clear strategic options for leadership.

- Assessed DAW and creative-tool landscapes to identify differentiation and integration opportunities.
- Built launch strategy and strengthened onboarding and adoption pathways for creators.
- Partnered with founders and investors on strategic planning and operational alignment.
- Guided restructuring that preserved IP, stabilized operations, and maintained core R&D capacity.

ThaliaBMG — Strategic Advisor, Creative-Tech & M&E Ecosystems

Toronto, ON • 2023–Present

Provide strategic advisory across creative technology, media, and emerging AI/ML environments. Support clients in workflow alignment, product narrative, and early-stage market strategy.

- **Dailies (AI Audio):** Analyzed emerging AI-driven workflows and informed early product definition and opportunity sizing.
- **Dual:** Developed segmentation and positioning for a premium creator workspace brand grounded in workflow, ergonomics, and studio environments.
- **Ecosystem Insight:** Synthesized trends across AI tools, real-time engines, and creator platforms to support strategic and GTM decision making.

SELECTED STRATEGIC PROJECTS

AI Audio Workflow Insight — Dailies

Mapped emerging AI-driven workflows and identified early-stage product opportunities.

DAW Integration Strategy — WaveDNA

Evaluated integration pathways across major DAWs to support roadmap prioritization and product differentiation.

Premium Creator Workspace Positioning — Dual

Developed segmentation and value propositions for a premium creator workspace brand.

Creative-Tech Ecosystem Scan — ThaliaBMG (Founder, Strategic Advisor)

Synthesized trends across AI tools, real-time engines, creator platforms, and M&E software to identify market shifts and inform strategic direction.

EDUCATION & CERTIFICATIONS

Metalworks Institute — Recording Engineering & Production Diploma

Training in audio engineering, studio workflows, mixing, and multi media production environments.

University of Toronto — Project Management Certificate

University of Toronto — Digital Marketing Management Certificate

Storytelling in Multimedia Certificate (in progress)