**George Malindretos** is a Professor of Logistics and Supply Chain Management at Harokopio University of Athens, Greece, Dept. of Economics & Sustainable Development. He holds a Transport Engineering Degree from National Technical University of Athens, Greece, MSc in Logistics and Transportation from Cranfield University, UK and Ph.D. in Business Process Reengineering from Panteion University, Athens. With more than 20 years teaching experience, he has published among others two books in Supply Chain and Entrepreneurship and edited the book 'Markets, Business and Sustainability' with distinguished authors from all over the world. He has participated in projects for introducing and building-up Logistics in retailing and manufacturing Greek and multinational companies. He is a team member of experts for designing Strategic Research and Innovation in the field of Transport & Supply Chain in Greece, as well as a member of the Working Group at SEVT.