

# Dimitris Chariton

Founder & operations leader · AI-enabled reskilling and process design

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## SUMMARY

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Founder and operations leader with 20+ years building and running e-commerce, media and digital ventures from the ground up. In December 2025 I completed a full exit from all my active companies. I now focus on the human side of the shift to AI — helping organisations and their people reskill, adapt, and adopt AI in practice. Hands-on at designing processes, documenting knowledge, training teams, and directing AI tools to build real, working software.

## CORE STRENGTHS

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Operations & business building · Team training & onboarding · Knowledge systematisation (SOPs) · Process design & improvement · E-commerce operations · AI tools & agents · Directing AI to build software · Leading distributed teams

## EXPERIENCE

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### Founder & Operations Director — UN1TY (AlterSmoke.gr, MrBig.gr)

2010 – Dec 2025

- Built e-commerce businesses from zero: products, suppliers, customer service, teams.
- Ran daily operations for 25+ staff across many roles. Completed a full exit in Dec 2025.

### Co-owner & Operations — SweetStuff E.E. (xfood.gr)

2024 – Dec 2025

- Launched a new eshop; led recruitment, staff training and remote daily operations.

### Co-owner & Technical Setup — TrueStory 102.8FM (radio)

2023 – Dec 2025

- Built a station from scratch: two transmission centres, two studios, full team training.

### Retail Operations & Administration — BlackOpsis (20-store retail chain)

2020 – 2022

- Coordinated operations across 20 physical stores: task assignment, progress monitoring, recruitment and staff evaluation.
- Produced video training material for staff.

### Earlier ventures — YOUMEDIA, ProStudio, ENORAMAX, Loco Radio, BLEEP

2005 – 2018

- Media, digital production, web/eshop development and radio — concept to execution.

## KEY PROJECT — WIKIBUS (INTERNAL KNOWLEDGE BASE)

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- Conceived and built a multimedia knowledge base of 300+ SOPs covering every role.
- Cut initial training from 15 to 3 days; full onboarding from ~2 months to ~2 weeks; 60+ employees trained.
- Began augmenting it with AI agents that detect gaps and draft new guides in its own style.

## AI & DIGITAL TOOLS

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ChatGPT, Gemini, Claude Code, ElevenLabs, custom GPTs. AI-assisted documentation and content; directed AI to build working software — from a configurable WooCommerce plugin to this personal website — using AI-generated code.

## **EDUCATION**

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Public Relations & Communication — TEI of Western Macedonia, Dept. of Digital Media & Communication · 2002 – 2008

## **LANGUAGES**

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Greek (native) · English (B2)