

Kostas Loukas

Regional General Manager Government, Microsoft EMEA

Kostas Loukas is a distinguished professional currently serving as the Regional General Manager of Government for Microsoft Europe, Middle East & Africa (EMEA) since December 2023. As an integral member of the Microsoft EMEA Leadership Team, Kostas plays a pivotal role in shaping the Government industry strategy for the region. His responsibilities include activating field teams through a robust execution framework and comprehensive planning, with a focus on fostering deep government stakeholder relationships. Kostas is committed to driving digital transformation and implementing cutting-edge technology solutions based on combination of Artificial Intelligence and Microsoft Cloud platform capabilities.

With an illustrious career spanning over 25 years, Kostas has garnered extensive experience working for three global giants – Procter & Gamble, Coca-Cola, and Microsoft. His journey began in 1999 with Procter & Gamble Greece, where he held various roles in Finance, collaborating closely with Marketing and Sales teams. In 2002, he transitioned to The Coca-Cola Company South East Europe, leading Commercial Finance teams for Greece, Cyprus and Israel.

Kostas joined Microsoft Greece in 2005 as a subsidiary CFO and later took on the role of subsidiary Marketing and Operations Director from 2009 to 2011. His diverse career continued with assignments in Cyprus and Malta, where he served as Country Manager in 2012 and CEO of the local subsidiary in Romania from 2013 to 2016. Under his leadership, the Romanian subsidiary consistently ranked among the leading positions of Emerging Subsidiaries across Microsoft. During his tenure, Kostas not only pioneered the Cloud Market in Romania but also significantly expanded the company's footprint in the market.

In recognition of his leadership and contributions, Kostas was voted and served as the Vice-President of the American Chamber of Commerce in Romania for three consecutive years. In 2015, he assumed the role of General Manager of Public Sector for Microsoft CEE, working collaboratively with 34 governments across the region to achieve digital transformation outcomes that drive economic growth, enhance social inclusion, enable good governance, and promote national sustainability.

Between 2021 and 2023, Kostas further demonstrated his expertise as the General Manager of Enterprise for Microsoft CEE and South East Europe. In this capacity, he worked closely with key enterprise customers, delivering digital transformation outcomes and addressing industry challenges while building customer digital capabilities.

Kostas obtained his Bachelor's degree in Economics from the University of Athens (1996), and his distinction-awarded MSc in Finance from the London School of Economics (1999). He also has an Executive MBA from INSEAD (2011), in addition, he holds a Diploma in Executive Coaching, showcasing his commitment to continuous learning and development. Kostas Loukas remains dedicated to leveraging the Microsoft platform to empower every government organization and citizen in the EMEA region, aspiring to help them achieve more in the ever-evolving digital landscape.