

Ifigenia Arampelou

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With 25 years of experience harnessing digital channels to fuel growth across the UK, Europe and the US, Ifigenia has led transformative programmes for some of the world's best-known brands.

She has held senior leadership roles at Vodafone, Telefónica and SSE – the UK's largest energy utility – where she steered multi-million-pound customer-acquisition and retention initiatives spanning web, mobile and emerging channels.

Beyond Europe, she has advised tier-one telecoms operators in the Middle East, helping them pivot from voice-centric businesses to digitally driven, customer-first brands.

A specialist in regulated and life-critical sectors, Ifigenia has delivered digital presence for pharma leaders Boston Scientific, Novartis and AbbVie, ensuring strict compliance while accelerating patient and HCP engagement. She has also architected high-performance marketing ecosystems for major banks and insurance companies integrating martech stacks, analytics and personalised content to maximise ROI.

Today, as Discover Digital's Digital Strategist, she partners with ambitious companies to unlock rapid, measurable growth through data-led strategy, best-in-class user experience and award-winning creative.

