

## Aaron Marc Georgiou

### Founder and CEO of innovate technology business LITTA™



Aaron Marc Georgiou is an entrepreneur Founder and CEO of innovate technology business LITTA™, and a father of three boys. LITTA™ which was originally built in Greece and designed in Cyprus (2017), has become one of the leading tech platforms in the UK for on-demand waste removals. The business has raised two Venture Capitalist rounds of £4m from esteemed investor Beringea. LITTA™ solves a huge issue, allowing businesses and consumers to organise a rubbish pick up at the click of a button with transparent pricing and ethical disposal

guaranteed. LITTA™ now has many household names including well-known property companies as clients and has expanded coverage throughout the UK.

Aaron started his career in consulting with top-tier firm Accenture after achieving a 2:1 at Cardiff University and a period of round-the-world traveling. Aaron also founded the direct-to-consumer website [sunglassesdirect.co.uk](https://sunglassesdirect.co.uk) and fitness app mymacros which had over 200,000 downloads. He admits these were both stepping stones to allow him to deliver and execute LITTA™ in an effective way. “I’ve learned some hard lessons along the way. I’ve worked hard with my team to ensure all our learnings are implemented and avoid the same mistakes - at the end of the day it comes down to resilience and perseverance”.

Aaron was joined by two cofounders in 2019. Alexie Crassas and Christos Yiannopoulos. “As a team, we each have our core skill set, we work together daily to drive the business forward as we eye international expansion’.

