

# Peter Georgotas

Peter Georgotas is the co-founder and CEO of Ethereal Holdings, a multi-brand holding company and project incubator focused on CBD beauty, skincare and wellness products. He is also the co-founder of Glamour Dolls Makeup an inclusive, indie line of cruelty-free and vegan cosmetics. Each brand in the portfolio focuses on identifying trends and bringing products to market that are both thoughtful and innovative with respect to their target demographic. He is only able to succeed in these endeavors with the support and commitment of his fellow co-founders and team of trade partners, advisors, friends and mentors, each of whom brings their own measure of talent and expertise to the group.

Collectively, they have made a conscious commitment to leveraging their corner of the beauty space to promote positive change no matter the SKU. Some of these initiatives include a focus on eco-friendly packaging, creating educational and ethical advertising and social content, and working with suppliers to ensure best manufacturing practices.

Before taking a hard left into the makeup space, Peter spent seven years in Europe, primarily in Athens, Greece where he began his career in the financial currency markets before transitioning into a role as the Investor Relations Officer for DryShips, a NASDAQ listed shipping company.

Although worlds away from cosmetics, his background in these industries taught him to build supply and distribution efficiencies, conduct global trade and make use of FinTech platforms for financing and sales operations. This infrastructure allows Ethereal Holdings to build out or reduce its portfolio nimbly as market opportunities both appear and disappear.

## **Education**

Peter studied Accounting/Finance with concentrations in International Business and Asian Studies at University of Richmond before transferring his third year to Deree, the American College of Greece where he completed his education.

He holds an Executive Diploma in International Marketing from Xenias in Athens and a certificate from The Program on Negotiation at Harvard Law School in Boston.

## **Giving**

Peter is prouder of his smallest volunteer work than any of his professional achievements. No matter what stage of success or failure he has gone through, he believes there is always some way to give back and hopes this ethos will become even more pronounced in the form of corporate stewardship as each brand grows.

In sum, he has learned that anything you own in this life can be stolen by a thief or court ordered by a judge. Anything you give however, can never be taken away from you.

Some of the organizations he has been involved with and encourages you to check out include:

[Mary's Meals](#)

[NYU/Bellevue Program for Survivors of Torture](#)

[St. James Montclair Outreach](#)

[Midnight Run](#)

[St. Athanasios Paramus Food Pantry](#)

[Habitat for Humanity](#)

[Lamp for Haiti](#)

[The Smile of a Child](#)

[Ronald McDonald House](#)