



Press Release

Date: 8 October, 2026

Contact: Konstantina Logotheti (+357-22555108)

email: konstantina.logotheti@pwc.com

Andreas Neocleous joins the Leadership Team of PwC Cyprus' Advisory services

A. Neocleous brings extensive leadership experience and deep expertise in strategy, business and digital transformation, and innovation

PwC Cyprus announces that Andreas Neocleous is joining the firm's Advisory services, assuming the role of Chief Consulting Officer effective 16 October. His appointment forms part of PwC Cyprus' strategy to further strengthen and evolve its Consulting services capabilities, with the objective of delivering integrated solutions that help clients address the challenges of technological advancement, competitiveness and business transformation.

Andreas Neocleous is widely recognised as one of Cyprus' leading figures in business transformation, organisational change, customer-centric strategy and the adoption of innovative solutions. With more than 25 years of professional experience, he has held senior leadership roles in both Cyprus and internationally. Most recently, he served as a Partner in Technology Consulting with another Big Four firm in the Middle East. Prior to that, he was CEO of Cyta from 2019 to 2025, playing a pivotal role in transforming the organisation and reinforcing its position as a market leader. Earlier in his career, he held various positions with organisations in Cyprus and abroad, including MTN Cyprus, Ericsson and Goldman Sachs.

Throughout his professional journey, Andreas has gained significant experience in strategic planning and the delivery of business and digital transformation initiatives. Through the leadership positions he has held, he has made a substantial contribution to creating long-term value for organisations and businesses across different industries and markets.

His appointment reflects PwC Cyprus' deliberate commitment to leading, rather than simply supporting, its clients by placing their most pressing challenges and the delivery of effective solutions at the centre of its approach, while helping redefine what organisations can and should expect from their advisors.



Welcoming Andreas Neocleous to PwC Cyprus, the organisation's CEO, Andreas Yiasemides, said: "The appointment of Andreas represents a significant addition to PwC Cyprus. His experience and expertise will further strengthen our capabilities and contribute to creating even greater value for our clients. I am delighted to welcome him to our team."

Commenting on his new role, Andreas Neocleous said: "The way businesses grow and compete is changing rapidly, and consulting needs to evolve with it. Today, clients are looking for a partner that is measured by the outcomes it helps them achieve, not by the volume of advice it provides. This is exactly what I want us to build together at PwC Cyprus: helping transform not only how our clients operate, but also what consulting stands for."

– ENDS –

About PwC

Our more than 1,100 people in Cyprus join forces with 284,000 professionals from our global network in 155 countries, forming a team of experts that combine intelligent approaches, experience, and technological innovation. At PwC Cyprus, we have transformed our business model, leveraging AI tools and capabilities to strengthen our position as a leading professional services organization while always standing by our clients, our people, and society. Recently, PwC renewed its corporate identity to better reflect its strategic role for its clients. Through its expertise and technology, the organization provides a wide range of services that meet even the most complex needs. Learn more at www.pwc.com.

####