

STEFAN ILIADIS

Welland, ON | (905) 515-3600 | stefaniliadis1066@gmail.com | [LinkedIn](#)

SALES & BUSINESS DEVELOPMENT EXPERT

Self-motivated, highly driven and confident sales and business development specialist with a record of success in generating leads, winning new business and outperforming revenue expectations. Thrives when prospecting, building relationships and closing deals in hyper-competitive, fast-growth environments, with expertise in pitching new categories and influencing decision makers. Excellent problem solver with strong knowledge in a range of SaaS/CRM tools and the ability to optimize business development processes to drive results. A skilled and dynamic communicator who creates buzz around products.

Areas of expertise:

Outside Sales • Business Development • Negotiations • Customer Acquisition & Retention • Platform Integrations
Pitching • Lead Generation & Prospecting • Sales Strategy • Revenue Growth • Influence & Communication

Technical skills:

Cloud-Based CRM Platforms • Microsoft Office/365 • Pipedrive CRM • Hubspot CRM
Grasshopper • HR Planner • Intuit QuickBooks • Adobe Suite • Google Suite

CAREER HISTORY

Sales & Business Development Specialist | Skill-Based Games Inc. (GOTSKILL?), Hamilton, ON February 2016 – Present

- Played a central role in the growth of a start-up providing game systems to hospitality companies from zero to \$32M peak annual revenue (2019), joining as one of the first employees and becoming the standout sales representative overseeing a large territory. Generated \$11.5M+ in gross sales and \$4.2M in company profit during tenure. Achieved 1.8 M in 2023 sales, acct for just under 10% of company operating income for year.
- Acquire 12-15 new clients annually through expert planning, pitching and selling techniques; closed deals with 70 clients, far ahead of the second-best sales representative. Independently generated up to 21% of total revenue for the business with no internal support and established a sales playbook that has become the company standard.
- Authored an end-to-end sales funnel from prospecting to post-sale support that is now used company-wide; notably, distilled an hour-long customer product training session to a digestible, compelling 20-minute presentation.
- Created and implemented marketing materials including online video advertisements, contest promotions, and email packages, and designed and rolled out an after-sales support function that has increased satisfaction and retention.

Floor Manager – Sales & Operations | Barangas on the Beach, Hamilton, ON May 2011 – Sep 2019

- Supervised up to 20 staff and served as primary point of customer contact, while leading backend operations optimizations and establishing presence on social media. Played key role in exceeding sales targets.

Tax Associate | H&R Block, Hamilton, ON January 2011 – May 2012

- Recognized for driving business growth by recommending additional products and services, and won four 'Top 10' district distinction awards based on performance in client retention, client satisfaction and other metrics.

ENTREPRENEURSHIP

Co-Founder | JakTraed Inc., Hamilton, ON January 2019 – April 2021

- Co-founded a B2B company that built an innovative Uber-like service for general contracting businesses, with responsibility for sales, marketing and business development strategy. Generated \$500K+ in early revenue despite challenges caused by the onset of Covid-19 and became the preferred vendor for Diocese of Hamilton.

EDUCATION & CERTIFICATIONS

Business Administration & Accounting Diploma | Mohawk College of Applied Arts and Technology

2013