



Nikolaos Sakellariou

Team Lead Sales Development Representative

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Profile

I am energetic, motivated, caring and have proven that I can handle myself and my team under pressure. I can work well with a team as well as independently, depending on what is needed to get the job done properly.

Work Experience

Team Lead SDR – HERO Software (2023/Present)

- Developed and managed a team of Sales Development Representatives
- Recruited, onboarded, and trained new SDRs, building a high-performing and scalable sales development function
- KPI Management, Process Optimization and Strategy Implementation
- Worked closely with Product Marketing and Account Executives to define and prioritize ideal customer profiles (ICPs), improving lead quality and conversion efficiency.

Senior Sales Development Representative – HERO Software

- Booked demo meetings with high-level executives
- Led outbound team of external SDRs
- Participated in business reviews and presented results
- CRM (Salesforce) and Sales Engagement tool management

Senior Sales Development Representative – Salescode (10/2021 – 08/2023)

- Booked demo meetings with enterprise executives
- Participated in quarterly business reviews and presented KPIs
- Lead generation and qualification
- CRM (Salesforce) management

Aviation Security – Airport Nuremberg (09/2019 – 05/2021)

- IATAA certified on aviation security and legal procedures
- Monitored and scanned luggage for hazardous materials

Store Manager Assistant – Floris van Bommel (01/2018 – 12/2019)

- Managed a team of 10
- Staff scheduling, sales coaching, training and admin tasks

Floor Manager – Tommy Hilfiger (09/2016 – 12/2018)

- Managed 9-person sales team
- Handled visual merchandising, warehouse logistics, cashier duties

Sales Representative – Sixty Group (08/2013 – 03/2015)

- Face-to-face sales and customer service

Customer Service – Restaurant Gelber Löwe (2012 – 2016)

- Worked in family business – service, cashier, event planning

Education

Technological Institute of Pireas (2008 – 2012)

Degree in IT Technician – Networks & Computers

Technical and Professional Lyceum Trikala (2005 – 2008)

Network and Application Systems Support

Realschule Abschluss (2000 – 2005)

Skills

- **Leadership & Coaching:** Guiding teams to meet and exceed targets through mentorship and support.
- **Sales Expertise:** Skilled in prospecting, qualifying leads, and presenting solutions effectively.
- **CRM Systems:** Advanced knowledge of Salesforce and HubSpot for sales tracking and analysis.
- **Communication:** Strong interpersonal skills for building relationships with clients and team members.
- **Problem Solving:** Analytical thinker with a focus on improving processes and resolving challenges.
- **Time Management:** Balancing multiple priorities in fast-paced environments.

Languages

English – Advanced

German – Native

Greek – Native