

Matthias Myrtidis

Summary

- Proven B2B sales professional with over 5 years of experience driving new business, lead generation, and cold outreach across the insurance, staffing, and mortgage sectors.
- Consistently excelled in client-facing roles, managing end-to-end sales cycles and building lasting relationships with decision-makers in business-to-business environments.
- In his current role at SNI Staffing, he runs a dual desk operation, blending cold calling (100+ dials/day) and candidate sourcing to deliver tailored staffing solutions for corporate clients.
- His background as a top-performing Insurance Sales Manager demonstrates his consultative approach, quota-crushing mindset, and ability to explain complex value propositions—key traits directly transferable to SaaS sales, where understanding pain points, aligning solutions, and building trust drive success.
- He has also led his team's CRM (Ringy) and social media strategy, showcasing his tech fluency and digital prospecting skills.

Education

University of Central Florida, Orlando, Florida

Bachelor of Art in Business Communication

Graduated December 2023

Professional Experience

BUSINESS DEVELOPMENT MANAGER – SNI STAFFING

May 2024 – Present

- Managed a dual-desk operation, combining client acquisition and candidate evaluation to deliver comprehensive staffing solutions and exceed performance targets.
- Executed 100+ outbound calls daily, achieving a consistent weekly talk time of 5+ hours to maintain strong communication with clients and candidates.
- Reviewed and analyzed 50+ resumes daily, ensuring alignment between client requirements and candidate qualifications to secure optimal placements.
- Proactively sourced new business opportunities through strategic cold calling, contributing to the expansion of the client portfolio and revenue growth.
- Negotiated competitive rates and contract terms, fostering mutually beneficial partnerships while maintaining profitability and client satisfaction.
- Represented the company at networking events, trade shows, and client offices—introducing myself and making face-to-face connections with business leaders, regardless of whether we currently worked together.

SALES MANAGER – INSURANCE

January 2021 – May 2024

- Consistently achieved top performance, consistently surpassing sales targets and maintaining a position as the number one salesperson within the firm, with an average increase in sales of 30% year over year.
- Generated highly customized insurance quotes, resulting in a 15% increase in conversion rates by effectively communicating the value proposition to clients.
- Negotiated with underwriters for favorable terms, resulting in a 10% decrease in premium costs for clients while maintaining comprehensive coverage.
- Skillfully assessed each client's unique needs and preferences, adeptly matching them with the most suitable products and services.
- By tailoring solutions to their specific requirements, I ensured that clients not only received an exceptional experience but also felt deeply satisfied with their choices. This personalized approach not only fostered strong client loyalty but also led to a high rate of client referrals, as individuals were eager to share their

positive experiences with friends and family.

- Used Ringy CRM to generate and track leads through face-to-face events, handshakes, community engagements, and referrals.
- Managed and trained a sales team of 5–7, supporting them in acquiring licenses and improving closing skills.
- Led social media marketing efforts on Instagram, TikTok, and Facebook using video content and targeted posts to drive lead generation and brand visibility.

BUSINESS DEVELOPMENT – PREMIER MORTGAGE

December 2018 – January 2021

- Identified and Researched Potential Clients: Utilized comprehensive market analysis techniques to identify potential clients aligned with the company's objectives. Conducted in-depth research to understand their needs, challenges, and preferences, ensuring a targeted approach to client acquisition.
- Coordinated with Sales Teams: Collaborated closely with sales teams to develop customized proposals that effectively addressed client requirements and showcased the company's value proposition. Ensured seamless communication and alignment between business development and sales efforts.
- Cold Calling: Initiated outbound calls to prospective clients, engaging in meaningful conversations to introduce the company's products or services. Used persuasive communication skills to generate interest and establish rapport, laying the foundation for future interactions.
- Monitored Project Teams: Maintained oversight of project teams to ensure timely and successful execution of contracts. Proactively addressed any issues or challenges that arose, ensuring client expectations were met and exceeded throughout the project lifecycle.
- Gathered Valuable Insights: Leveraged customer feedback mechanisms and competitive analysis to gather actionable insights. Used data-driven approaches to identify market trends, customer preferences, and competitive positioning, informing strategic decision-making and business development strategies.
- Collected and organized key information from real estate platforms like Zillow, Realtor.com, NMLS, and Facebook, compiling data into Excel to track market trends and prospect profiles.

Skills

- Certifications: Life and Health Insurance License
- Languages: English (fluent), Spanish (conversational)
- Software: Excel | Office 365 | Teams | Bullhorn | Ringy | Outlook
- Soft Skills: Collaborative | Leadership | Communication | Quantitative | Quick Learning Skills | Methodical | Empathic | Adaptable

Extracurricular

HOPE OUTREACH

May 2019 – May 2022

Managed food drives and aid distribution | Planned fundraising events | Recruited and trained volunteers | Built community partnerships

NCAA SOCCER SCHOLARSHIP

July 2018 – July 2019

Soccer Scholarship Recipient