



ALEX VALASSIDIS

SENIOR SALES CONSULTANT

CONTACT

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EDUCATION

UNIVERSITY OF BIELEFELD / GERMANY

- Business Administration

UNIVERSITY OF ECONOMICS / ATHENS / GREECE

- Marketing

LANGUAGES

- ENGLISH
- GERMAN
- GREEK
- SPANISH

PROFESSIONAL SUMMARY

Senior Sales Consultant & Business Development Strategist with 30+ years of experience driving revenue growth in the DACH, UK, and Southern European markets. Specialized in SaaS expansion, GTM execution, and complex B2B deal structuring. Proven track record delivering €2M+ in software sales. Founder and Head of Sales at Vparagon, trusted by 40+ tech companies. Now as an advisor of this successful model.

CORE COMPETENCIES

- Enterprise Software / SaaS Sales (DACH & EU)
- New Market Penetration
- GTM & Sales Strategy
- Channel Sales Development
- Enterprise Negotiations
- Sales Team Leadership & Coaching
- Huge Network of mainly European Contacts
- Undisputable Integrity

PROFESSIONAL EXPERIENCE

- **Head of Sales / Sales Consultant** – Vparagon (Barcelona, Remote) | 2017 – 2025
 - Founded and led a B2B sales outsourcing agency supporting 40+ tech companies
 - Personally closed or influenced over €2M in sales across EU markets
 - Led client acquisition strategy in DACH region, managing outbound campaigns and SDR teams
 - Conducted sales training sessions for startups and sales teams in collaboration with Tenego and Shannon Tech
 - Supported successful GTM launches for SaaS products in Cybersecurity, CRM, and EdTech
- **Business Development Manager** – Arcserve / Blueliv (DACH Market) | 2014 – 2017
 - Exceeded \$150k quarterly targets consistently in a hunter-role
 - Built full sales pipeline from scratch for German, Swiss and Austrian markets
 - Sold cybersecurity and data recovery solutions to mid-size and enterprise customers
 - Spearheaded multi-touch outreach programs and account-based strategies
- **Founder & Head of Sales** – Intersell (Greece) | 2000 – 2013
 - Launched and scaled telecom solutions company for tourist industry
 - Installed WiFi systems in hotels, sold international calling cards and operator assisted phone call services to hotels, managed a team of +10 sales people.
 - Built partnerships with 600+ hotels & tourist operators before market disruption ended the business