

Siavash Kianpour

Applying For: Roles in SMB, Mid-Market and Enterprise Sales, Marketing, Product, & Finance

Contact: siavashkianpour@gmail.com, +1 416 509 9900

Mobility: Open to Relocation across US & CA, remote positions

Work Authorization: Canadian Citizen

Education

BComm, Queen's University 16'

Honours Degree

Finalist in Guelph's Undergraduate Real Estate Case Competition URECC (16')

Finalist in PRMIA Risk Management Challenge (14')

White Papers & Press Releases

[Cleantech opportunities for Japan](#)
Intralink – 2026

[Time for Real "AI"](#)
Kepstrum - 2023

[Traceable Knowledge](#)
Kepstrum - 2023

[The Missing Link in Virtual Validation](#)
Kepstrum - 2023

[Cutting Costs Through Digitalization](#)
Kepstrum – 2023

[Shift in Mindset](#)
Kepstrum – 2020

[Ontario's tech corridor is a pipeline to auto opportunity](#)
Kepstrum featured in **Automotive News Canada** – 2022

[NGen Funds New and Innovative End-of-Line Testing System](#)
Kepstrum featured in **GlobeNewswire** – 2022

[Eliminating Recalls for Vehicle Electrification](#)
Kepstrum & Queen's University – 2022

[Collaborative 5G Project to improve supply chain quality control and reliability](#)
Kepstrum & Ciena – 2021

Software Skills

MS Office, WordPress, Asana, Slack, MySQL, Tableau, Camtasia, Lucidchart, Mailchimp, HubSpot, Beefree, Google Ads, Google Analytics

About Me

Seasoned Business Operator with 7+ years of business development, operations, marketing, and strategic finance experience in the software & manufacturing industry and 3+ years in real estate asset management

Work Experience

Business Development Director, North America at Intralink Group, Toronto, CA

Intralink Group is a Business Development Consultancy supporting venture-backed technology companies to secure customers and partners in APAC as well as Venture Capital Firms to raise capital from strategic LPs in the region

April 2024 – Present

- Supported the Business Development efforts in Canada and USA by managing the full-cycle sales process with prospective customers; efforts resulted in achieving 110%+ of annual sales target every year (Apr 2024 - Mar 2025 & Apr 2025 - Mar 2026). Clients included Seed and Series A-D technology companies as well as strategic VC firms (e.g. VueReal, Iontra, Antaris, Applied Brain Research, N49P, TSFV, etc.)
- Represented Intralink at various tradeshows and conferences in USA, China, Japan, and Korea (IMTS, Automate Show, Battery Show, CES, XPONENTIAL, Promat, Automotive World Tokyo, Automotive Testing Expo Shanghai, Samsung E&A Forum Seoul, etc.)
- Supported the corporate marketing efforts by leading the development of strategic partnerships with incubators/accelerators in Canada (VentureLAB, Deep Tech Canada); efforts resulted in stronger reach and access to prospective customers (technology companies and VC firms)

Global Business Development at Kepstrum Inc., Toronto, CA & Munich, DE

Kepstrum is an innovative Digital Twin Software Company with a customer base of Global Tier 1 Manufacturers to the Automotive, Off-Highway, and Commercial Vehicle Sectors

October 2019 – March 2024

- Led the Business Development team by managing the full-cycle sales process with prospective customers; efforts resulted in closing various enterprise accounts, such as Stackpole International, Bosch Rexroth, HAWE-Hydraulik and SAF-Holland. I drove revenue from \$0 -> CAD \$1.5M+
- Represented Kepstrum at various manufacturing tradeshows in Germany, USA and England (Hannover Messe, Bauma, IAA Transportation, Automechanika, SMM Hamburg, Battery Show/EV Technology Expo, Automate Show, Farnborough International Airshow), utilized B2B matchmaking platforms, and presented at industry conferences ([Automotive Innovation Summit, 2023](#)); efforts resulted in helping to build pipeline of prospective buyers, including C-Suites, Senior Management, and Middle Management
- Reviewed and negotiated all NDAs, proposals, and service agreements with prospective customers as well as renewal contracts with existing customers
- Supported our Operations Team by integrating key software tools, such as Asana, Slack, MS Teams, Zoom, HubSpot, Lucidchart and Mailchimp; efforts resulted in increased productivity by 50%+
- Assisted the President to hire key staff, such as Application Engineers, Software Developers and Digital Marketers, accelerating our sales cycle by 50% as a result of increased product and sales support
- Developed and executed a strategy plan for Kepstrum's on-premise software migration to a cloud-based application streaming service; efforts resulted in strong customer retention by offering additional software implementation solutions
- Led the Strategic Finance initiatives by aligning corporate growth plans with our fundraising initiatives, as well as generated relationships with various government grant programs and lending facilities; efforts resulted in raising non-dilutive financing of CAD \$1.4M+
- Supported the Marketing Team by initiating the rebrand of [Kepstrum's website](#), co-designing [Kepstrum's promotional video](#), generating product awareness through email marketing campaigns, co-authoring various white papers on the global engineering, software and manufacturing industry, and featuring Kepstrum in various industry press releases

Asset Manager at Rhapsody Property Management Services, Toronto, CA

Rhapsody is the premier multifamily property management firm in Canada focused on purpose-built luxury rental communities

June 2018 – September 2019

- Led the Asset Management Team and supported a team of 10+ Operations Managers to manage 10+ new-build properties (200-400 units per property), by underwriting operating budgets for our clients, which included various property investors (REITs, private equity investors, developers, bank lenders and non-bank lenders); efforts resulted in 100% client retention and increased client acquisitions
- Supported the Operations team by reforecasting budgets throughout the year and analyzing operating expense variances per month (between actuals and budget); efforts allowed for a reduction in annual variances by ~10%