GELAREH DADRES

GROWTH, REVENUE & GTM EXECUTIVE

BRIDGING SALES, OPERATIONS & PEOPLE TO BUILD BUSINESSES THAT EXCEL

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EXECUTIVE PROFILE

Growth and revenue executive with 20+ years building and scaling businesses across Canadian financial services, lending and fintech. Takes businesses and revenue channels from concept to launch to scale, with accountability spanning go-to-market strategy, customer acquisition, sales, operations, customer lifecycle, technology and P&L. Built three lines of business from zero: a direct-to-consumer lending division, a B2B brokerage channel and a full-cycle lending product.

Challenges inherited assumptions, finds the growth nobody is looking at, and builds the people, process and technology to turn it into revenue. Argued a lender out of a phone-only acquisition model. Took a mortgage brand into cultural festivals and in-language media before the category did. Cut acquisition cost roughly in half by measuring which channels actually converted and moving the money.

35%	~50%	+159%	$3M	$0→$800K
YOY REVENUE GROWTH	CAC REDUCTION	LEAD → OPPORTUNITY	ANNUALIZED NEW REVENUE	NEW REVENUE STREAM

SCOPE $300M → $1B AUM portfolio | 85+ person organization | Full P&L ownership | Licensed BC, AB, ON
CONTACT CENTRE Omnichannel build | 5 specialized teams | 6 min → 22 sec answer time | 45% → 80% FCR

CORE EXPERTISE

Growth Strategy & Revenue Ownership • Go-to-Market & Business Expansion • Demand Generation & Acquisition • Contact Centre & Revenue Operations Optimization • Customer Lifecycle & Conversion • P&L & Commercial Leadership • Partnerships • CRM, Automation & Digital Acquisition

PROFESSIONAL EXPERIENCE

SPRING FINANCIAL | Vancouver, BC

Divisional Launch Lead, Spring Personal Loans *(Contract | Jan 2025 – Mar 2026)*

+241%	+225%	+159%	–26%	+98%
ORIGINATION VOLUME	LOANS FUNDED	SUBMISSION RATE	SALARY COST RATIO	Speed OF LEAD TO 1ST CONTACT

Executive ownership of a new lending business, spanning product launch, P&L, acquisition strategy, marketing investment, operating infrastructure, underwriting coordination, digital customer experience and workforce development.

- Launched and scaled a new lending business from concept to full-cycle operations, establishing the commercial strategy, operating model and integrated customer journey across acquisition, underwriting, funding and servicing.
- Increased quarterly funded volume by 241%, from $3.19M to $10.88M, while growing funded loans from 311 to 1,010 and expanding qualified opportunities from 3,967 to 7,808 between Q1 and Q4 2025.
- Redesigned the acquisition and conversion strategy, challenging a phone-first model and introducing product-fit lead qualification, targeted email and SMS engagement, online applications and a dedicated digital conversion journey; increased submission rates from 24.75% to 64.18%.
- Expanded lower-cost acquisition opportunities through targeted re-solicitation of discharged customers and cross-selling into the existing portfolio, reducing dependence on purchased leads.
- Advanced AI-assisted underwriting and digital decision workflows, partnering with underwriting teams on credit analysis, banking-risk identification and affordability assessment while improving decision capacity, consistency and processing efficiency.
- Built and developed the operating team from approximately five to 18 FTE, establishing training, performance expectations and cross-functional execution; reduced salary cost as a percentage of funded originations from 2.74% to 2.03%, a 26% relative improvement.

AMUR FINANCIAL GROUP (ALPINE CREDITS) | Surrey, BC

Senior Director, Sales & Revenue Operations *(Nov 2019 – Dec 2024)*

+35%	~–50%	+110%	26 → 8 Days	$3M
YOY REVENUE	LOWER CAC	LEAD → OPPORTUNITY	SALES CYCLE REDUCTION	NEW REVENUE CHANNEL

Executive leadership across revenue growth, go-to-market strategy, sales and customer operations, mortgage brokerage, customer lifecycle, technology transformation and P&L within an 80+ employee organization.

- Delivered 35% year-over-year revenue growth by aligning sales, operations and marketing around full-funnel performance, expanding into Quebec and Manitoba and launching new commercial and brokerage channels.
- Transformed fragmented mortgage operations into a centralized omnichannel contact centre, establishing five specialized teams across customer service, outbound engagement, mortgage closing, retention and compliance; integrated Salesforce, NICE inContact and RingCentral into a unified operating model.
- Accelerated customer responsiveness and operational throughput, reducing average answer times from approximately six minutes to 22 seconds, improving first-contact resolution from 45% to 80% and shortening the lead-to-funding cycle from 26 to eight days.

- Redesigned acquisition strategy and funnel intelligence, introducing lead scoring, intelligent routing, channel attribution, automated nurture and digital application journeys; increased lead-to-opportunity conversion by 110% while reducing customer acquisition cost by approximately 50%.
- Expanded commercial partnerships and underserved market access, developing lead-aggregator alliances, partner referral channels, multicultural outreach and in-language campaigns that diversified demand generation and supported sustainable revenue growth.
- Built a proactive customer lifecycle and retention engine, integrating post-closing engagement, renewals, refinancing, graduation programs and partner referrals; improved customer retention, reduced mortgage discharges and created additional funding opportunities.
- Established integrated risk, compliance and reporting governance, introducing digital identity and bank verification, fraud-prevention controls, role-based CRM access, quality assurance and standardized executive dashboards; automated 75% of file verifications and reduced manual reporting effort by 80%.
- Embedded values-based performance management and accountability, aligning role-specific KPIs, coaching, incentives, operational dashboards and career development with measurable commercial and customer outcomes.
- Directed SEO, content and social acquisition to diversify the acquisition mix and reduce dependence on purchased leads, including establishing the company's social media and TikTok presence.
- Redesigned prospect workflows through 24/7 digital portals and omnichannel processes, cutting sales-cycle turnaround from 26 days to average 8 days, increasing lead-to-opportunity conversion by 110% and lifting win rates from 12% to over 23%.
- Generated $400K in additional monthly revenue through retention, equity refinancing and early renewal campaigns.
- Generated additional $3M annualized revenue by building a B2B referral channel for overqualified or graduated customers.

Sales & Revenue Operations Manager *(Jun 2017 – Nov 2019)*

- Led the enterprise migration from a legacy CRM to Salesforce, establishing unified customer records, standardized sales processes, automated workflows and consistent performance reporting across Sales, Marketing and Finance.
- Expanded lender partnerships and new lending opportunities, generating $150K in high-margin revenue from previously unmonetized leads and supporting the operational launch of the company's third Mortgage Investment Corporation.
- Improved commercial efficiency through process and vendor optimization, reducing divisional acquisition costs by 8–10% and increasing baseline conversion by 15%.

CRELOGIX ACCEPTANCE CORPORATION | Burnaby, BC

Director of Financial Services & Merchant Operations *(Mar 2012 – May 2017), promoted from Manager, Merchant Operations*

$0→$800K	+30%	–$200K/mo	+50%	<1 hr
ANNUAL REVENUE	CONVERSION	OPERATING EXPENSE	FASTER INTEGRATION	RESOLUTION TIME

Leadership across consumer lending, merchant operations, business development, underwriting support, workforce enablement and operational transformation within a 35–45 employee organization.

- Conceptualized and launched a direct-to-consumer personal lending division, building the commercial and operating model from inception and scaling annual revenue to $800K while maintaining stable delinquency performance.
- Expanded national merchant partnerships and optimized sales operations, aligning acquisition, servicing, underwriting and support functions to strengthen conversion, customer experience and commercial performance.
- Redesigned workforce performance and leadership development, translating organizational values into measurable role-specific KPIs and connecting coaching, quality assurance, compensation, recognition and career progression through standardized scorecards.
- Established an integrated learning and knowledge-management framework, introducing governed SOPs, structured onboarding, role-based learning and performance reviews; reduced new-hire time to proficiency from 12 to six weeks and improved audited knowledge accuracy from 68% to 98%.
- Built leadership succession and internal advancement pathways, establishing successor coverage for team-lead and management roles and developing nine internal leadership appointments.
- Improved sales conversion by 30% and customer satisfaction by 20% through Salesforce and Pardot nurture automation, SPIN Selling and structured frontline coaching.
- Delivered $200K in monthly operating expense reductions through Lean Six Sigma process redesign, resource optimization and improved capacity allocation.
- Digitized identity, employment and KYC verification, accelerating approvals by 35% and reducing customer resolution time from three days to under one hour.

HOME TRUST COMPANY | Toronto, ON

Sales & Training Senior Manager *(Aug 2006 – Nov 2011), promoted from Training Manager*

- Directed operations, training strategy and performance management for a 40+ person intake centre.
- Built the national training infrastructure from a single pilot into a company-wide learning system adopted across every division.
- Merged Mortgage and Visa solutions teams into a cross-trained unit serving both B2B and B2C channels, eliminating handoff delays.

EDUCATION & CERTIFICATIONS

Generative AI Practitioner, GrowthSchool (2026) **| Innovating for Digital Transformation**, Ivey Business School (2020) **| Mortgage Broker License,** UBC Sauder (2018), **licensed in BC, AB and ON | LEAN Green Belt,** LEAN Sensei International **| Certified SPIN Sales Professional,** Huthwaite **| Adult Instructor Diploma,** VCC (2013) **| BA English and Law**, Carleton University (2001)

TECHNICAL SKILLS & TECHNOLOGY

CRM & Marketing Automation: Salesforce, HubSpot, Pardot. **Contact Centre:** NICE inContact, RingCentral, IVR, SMS. **Acquisition & Digital:** SEO, content, social media, online applications, web conversion, lead marketplaces, referral and partner channels. **Data**: Flinks, Veriff, TransUnion. **Analytics:** forecasting, lead scoring, channel attribution, dashboards, KPI and scorecard architecture.