

TIFFANY WOOD
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SENIOR BUSINESS DEVELOPMENT & PARTNERSHIP LEADER

Strategic, relationship-driven leader with 10+ years of experience driving national growth, building long-term B2B partnerships, and leading complex sales cycles across highly regulated, trust-based industries.

Core Expertise

- B2B Partnership Development
- National Account & Stakeholder Management
- Full Sales Cycle: Outreach to Onboarding
- Strategic Growth & Market Expansion
- CRM & Pipeline Management
- Cross-Functional Collaboration (Marketing, Comms, Ops)

Career Highlights

- Led and mentored high-performing teams of 40+ professionals, driving a 200% increase in sales revenue and generating \$200M+ annually
- Built long-term, trust-based partnerships with external stakeholders, contributing to repeat business and sustained growth
- Conducted in-depth market analysis to identify growth opportunities and inform executive-level strategy

Career History

THE DANIELS REALTY CORP. BROKERAGE, December 2010 - June 2024

For over 40 years, The Daniels Corporation has been a trusted industry leader in the GTA, developing over 40K award-winning homes and apartments.

Vice President and Broker, January 2022 - June 2024

- Reported to the President and developed and executed strategic plans to achieve sales targets.
- Built and maintained long-lasting, strong relationships with outside sales agents while partnering with them to better understand their objectives and needs.
- Managed, and mentored the professional development of two directors, a sales and marketing team of 40 including administration and sales agents.
- Maintained a deep understanding of market trends, competitive landscapes, and emerging growth opportunities.
- Worked closely with the marketing and communications teams to develop and execute the overall brand persona for upcoming sales launches.
- Developed and negotiated highly competitive sales and partnership programs aligned with market demand and stakeholder objectives.
- Worked closely with the investment teams on pro-forma, sales targets, forecasts and projections.
- Collaborated cross-functionally to align offerings with market demand, customer profiles, and target demographics.

Highlights:

- Increased sales by 200% and achieved over \$200M in annual revenue (increased sales from 65% at launch to 95%) by:

- Spearheading a comprehensive sales strategy that involved market analysis, competitive positioning, and targeted marketing campaigns. Focused on leveraging data-driven insights to optimize sales efforts and identify high-growth opportunities.
- Revamping the sales team's structure and processes, including implementing performance metrics and offering training programs. This led to improved sales techniques and greater team efficiency.
- Forging strategic partnerships with key stakeholders, including real estate agents and financial institutions which expanded market reach and provided additional resources for driving sales.
- Leveraging both digital and traditional sales channels effectively. Utilized online platforms for virtual tours and interactive marketing while maintaining strong relationships with real estate agents and brokers for on-ground sales efforts.

Director of Sales and Broker, May 2020 - December 2021*Highlights:*

- Assisted in the implementation of a new CRM system that improved sales tracking, pipeline visibility, client communication, and team efficiency.

Senior Sales Manager and Broker, February 2018 - May 2020*Highlights:*

- Developed and rolled out a comprehensive digital sales system to maintain and enhance new condominium sales operations during the COVID-19 pandemic; ensured business continuity and client engagement despite restrictions on in-person interactions.
- Implemented automated workflows for contract processing, streamlining the sales process, reducing manual effort, and ensuring the timely responses to transactions.
- Boosted sales performance by 200% through targeted campaigns and strategic account management.

Sales Manager and Broker, July 2014 - January 2018*Highlights:*

- Expanded the team and provided comprehensive coaching and training to sales staff.

Sales Coordinator and Broker, May 2013 - June 2014**Sales Representative**, December 2010 - April 2013**Administrative Assistant**, HOMELIFE REALTY ONE LTD., 2008 – 2010

For 27 years, HomeLife Realty One has been a full-service real estate brokerage supported by a highly trained sales team and support staff.

Education and Training

- Broker License, *OREA College (Ontario Real Estate Association)*, 2012
- Salesperson License, *OREA College (Ontario Real Estate Association)*, 2010
- Bachelor of Arts (English, Minor in History), *University of Toronto*, 2009

Additional Experience

- National partnership development, contract negotiation, and stakeholder engagement within highly regulated environments.

Additional information and excellent references available on request