***George Constantopoulos***

With over 30 years experience in consultative and solution-oriented sales, through a person-centric approach, business efficiency, and reliability, George has built strong executive-level relationships with customers. He has earned a reputation for managing and delivering complex and challenging projects in markets of diverse cultures on time with profitability. Through his strong business development leadership, empowering and motivating his sales and professional services teams, George was clear about adding value and articulating the excellent ROI to his customers. His efforts had bottom-line impact, winning him honours from international vendors including IBM, Google, SAP, and Cisco.

An early pioneer in the south-eastern Mediterranean IT industry, George founded Byte Computer and built its customer base from scratch. He secured a game-changing contract with Lotus Development Corporation that defined Byte’s position in the market. As he continued forging exclusive value-added partnerships and strategic alliances with global vendors, namely IBM, Oracle, Microsoft, SAP, Google, Cisco, HP, and others, he gained a competitive advantage and created a launch pad for million-dollar contracts.

George envisioned and established Byte’s customer-centric solutions development division, creating an actionable strategy designed to provide sustainable long-term profitability. By placing emphasis on excellence in execution and aligning the company’s professional services to meet the needs of its clients, a consultative sales culture was born, thereby clearly defining Byte’s value proposition and differentiation.

Based on this success, George was recruited by IBM to develop the market and secure a leadership position for Lotus software. He doubled revenues each year through securing business partnerships and applying solution selling.

He was an early adopter of workflow concepts and knowledge management practices, and introduced solutions to the regional market, paving the road for IBM to fully absorb Lotus Development Corporation. After engaging in a highly matrixed environment, George was brought back as Managing Director at Byte Computer and continued to expand the company’s revenue streams with an influx of  new solutions and practices.

At SBR Consulting, George is providing specialised sales performance consulting to professional services firms, the consulting industry and IT companies, by optimising, transforming and innovating in the business development space.

**Qualifications**  
George studied Electrical Engineering Technology at Ryerson University in Toronto, Canada, General Engineering at Waterloo University in Waterloo, Canada and Pure and Applied Science at Dawson College in Montreal, Canada. He is a member of techUK and a founding member of the Business Software Alliance.

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