

# TAMARA MASON

BUSINESS DEVELOPMENT LEADER | SALES OPERATIONS, GROWTH &  
CUSTOMER SUCCESS | ACCOUNT & RELATIONSHIP MANAGEMENT

## EXECUTIVE SUMMARY

Dynamic Business Development Leader with 20+ years driving growth across hospitality, sales, investor relations, and event management. Proven ability to secure multi-million-dollar contracts, exceed revenue targets, and build long-term partnerships with high-level decision makers. Recognized for blending strategic sales acumen with a people-first approach to client relationships, team leadership, and operational excellence.

## CORE SKILLS

- Sales Strategy & Execution
- B2B & B2C Relationship Management
- Partnerships & Client Relations
- Negotiations & Contract Management
- Lead Generation & Pipeline Growth
- Investor Relations & Stakeholder Management
- Event Planning & Operations Leadership
- Customer Success & Retention

## EDUCATION

- EMD – Exempt Market Dealer
- Queen's University – Basics: Geology, Mining & Mineral Processing for Investment
- Humber College – Intro to Public Relations & Corporate Communications

## CAREER EXPERIENCE

### Recruitment Manager

**estiatorio Milos Dec 2024- April 2025**

- Source, attract and engage high quality candidates through various recruitment channels
- Oversee the full cycle hiring process, including job postings, screening, interviews and onboarding for multiple locations

### Business Development, Account Management

**Medicard By Ifinance Canada | Aug 2023-Dec 2024**

- B2B sales, prioritizing and delivering excellent customer focused experience to iFinance's merchant and service provider partners
- Identification of high impact and strategic opportunities in a competitive market, maintaining a consistent sales pipeline and closing cycle
- Developed successful strategic sales plans to build business and drive incremental loan volume
- Expert experience in CRM platforms Hubspot and Salesforce; provided reports to Senior Leadership Team on a bi-weekly, monthly and annual basis

### Investor Relations

**Empower Clinics | June 2020 - Feb 2024**

- Managed shareholder and investor relations and internal and external stakeholder relations for a publicly traded healthcare company with reports on a bi-weekly, quarterly and annual basis
- Negotiated and secured \$3M partnership with CERES Terminal Canada, boosting shareholder value.
- Exceeded monthly sales targets by 300%, generating \$720K in annualized profit.
- Managed B2B & B2C sales for Medisure Canada division

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## CAREER EXPERIENCE

### **Business Development Manager**

**Liberty Entertainment Group | Aug 2019 - May 2020**

- Prepared and managed complete client proposals, cost estimates and contracts. Administered incoming inquiries and outbound sales for all 9 locations
- Developed / implemented sale strategies to proactively attract, acquire and retain customers / business development opportunities and referrals, to increase profitability and enable business growth, in line with risk profile of the customer.
- Successfully exceeded quota by 200%, sales average \$100K

### **General Manager**

**Katana On Bay | July 2012 -Feb 2019**

- Ensured that all customer service representatives were consistently performing above target levels by tracking performance and coaching to achieve goals.
- Overseeing all aspects of operations, event sales, catering, corporate functions, marketing, budgeting and staffing efforts
- Assessed the business daily, providing reports to shareholder on bi-weekly and quarterly
- support improvements that focus on optimizing profit, minimizing margins and promote exceptional experiences for members, guest, staff.

### **Investor Relations**

**Investor Cubed | March 2011 - Jan 2012**

- Planned and participated in investor events and meetings, roadshows, and engaged in marketing campaigns
- Responsible for managing communications between the executive leadership team and external financial community
- Developed strong relationships with the roadshow team and key stakeholders in the conference hospitality industry

## CONTACT INFORMATION

Phone: 416-671-5617

Email: Tamaramason2020@gmail.com

LinkedIn: [/in/tamarajmason](https://www.linkedin.com/in/tamarajmason)