

# ADAM P. SITSIS

## BUSINESS DEVELOPMENT • OPERATIONS • TABLETOP GAMES

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## SUMMARY

Business operator and small-business builder with 11 years helping scale a Philadelphia-area transportation and logistics startup from one vehicle to \$3.5M+ in annual revenue. Experience spans business development, strategic accounts, operations, forecasting, pricing, customer experience, team development, live events, and marketing. Now bringing that experience to tabletop gaming through paid publisher work, community leadership, and deep hobby-market knowledge.

## EXPERIENCE

### Chief Operating Officer / Event Operations & Growth Strategy

#### Kevin Smith Transportation Group

2015 - 2026

- **Business Building & Strategy:** Helped build a one-vehicle startup into a \$3.5M+ annual operation, defining growth priorities, service standards, operating systems, staffing models, and commercial strategy.
- **Business Development & Strategic Accounts:** Owned 150+ corporate, hospitality, pharmaceutical, entertainment, academic, and individual accounts from prospecting and pricing through delivery, renewal, and expansion. Largest relationships exceeded \$500K annually.
- **Sales & Marketing Systems:** Built HubSpot pipeline discipline, conducted 6+ years of outbound prospecting using ZoomInfo, developed sales materials and presentations, and helped manage campaigns reaching a 47,000-contact audience.
- **New Markets & Portfolio Growth:** Diversified revenue across corporate, retail, weddings, academic transportation, events, and entertainment. Built an academic program serving roughly 15 schools and 800-1,500 annual trips, supported by five dedicated vehicle investments.
- **Forecasting, Capacity & Asset Optimization:** Used demand, seasonality, pipeline, margins, staffing, and capacity data to guide decisions. Reduced fleet size from 26 vehicles in 2023 to 20 in 2026 while revenue rose from \$3.0M to a projected \$3.5M, increasing revenue per vehicle from about \$115K to \$175K.
- **Customer Experience & Retention:** Built service, escalation, and feedback systems supporting 92% retention, a 5.0-star reputation across 2,400+ Google reviews, fewer than 50 refunds annually, and roughly one chargeback per year across about 10,000 annual trips.
- **Leadership, Training & Culture:** Led four department managers and approximately 40+ employees across reservations, sales, fleet, operations, and HR. Built onboarding plans, SOPs, scripts, checklists, service standards, coaching routines, and leadership-development systems.
- **Financial & Operational Planning:** Built revenue forecasts, budgets, pricing models, proposals, contracts, margin analyses, vendor commitments, purchasing plans, and capital recommendations; translated data into decisions for ownership and department leaders.
- **Live Events & High-Visibility Programs:** Planned conventions, corporate meetings, weddings, entertainment productions, and programs serving 1,000+ attendees. Coordinated venues, hotels, vendors, schedules, staff, vehicles, and live contingencies for clients including Cirque du Soleil, the Philadelphia Eagles, Amazon, Netflix House, Globus Medical, and regional tourism partners.

## TABLETOP INDUSTRY EXPERIENCE

### Convention Demonstrator

Incredible Dream Studios | Gen Con 2026

KTBG / Burnt Island Games | SPIEL Essen 2026

### Writer & Creator

Victory Pointers | 2026 - Present

- Write and publish commentary on the business and culture of tabletop games, with a focus on operations, growth, customer relationships, events, and the communities around publishers and designers.

## INDUSTRY ENGAGEMENT

GAMA Member | 2026 - Present

## KEY ACHIEVEMENTS

|                                  |                                        |
|----------------------------------|----------------------------------------|
| <b>\$3.5M+</b><br>ANNUAL REVENUE | <b>10,000+</b><br>CLIENT TRIPS/YR      |
| <b>2,400+</b><br>5-STAR REVIEWS  | <b>150+</b><br>ACCOUNTS MANAGED        |
| <b>92%</b><br>CLIENT RETENTION   | <b>\$12,000+</b><br>AVG. ACCOUNT VALUE |

## CORE EXPERTISE

Small Business Growth • Business Development • Strategic Accounts • Partnerships • Customer Experience • Forecasting • Pricing & Margin Analysis • Capacity Planning • Team Leadership • Training • SOPs • Event Operations

## TOOLS

HubSpot CRM • ZoomInfo • Front CRM • Constant Contact • Excel • Google Sheets • PowerPoint • Google Workspace • Slack • Notion • Trello • Canva • Discord • BoardGameGeek • OBS Studio • Twitch • YouTube Live • ChatGPT • Claude

## EDUCATION

B.A., Sociology (2005-2009)

The Catholic University of America

M.A., Sociology (2009-2011)

The Catholic University of America

Ph.D. coursework completed, Sociology (2011-2014)

George Mason University

Doctoral specialization: sociology of gambling, within a broader focus on sociology of play, game systems, player communities, risk, decision-making, and public sociology. Includes two years of graduate teaching experience.

## PROFESSIONAL THEMES

Build systems where no playbook exists. Develop people and partnerships. Translate customer feedback into action. Balance growth with sustainable execution. Create experiences people want to return to.