

TRISTAN SELIS

Chief Commercial Officer

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PROFILE

International commercial lead with a track record of scaling sports-tech and 3D-printing scale ups to a higher level and management buy-out. Experienced in global expansion, partnership & relations, and technology-driven performance solutions.

EXPERIENCE

Raw Stadia bv — Chief Commercial Officer (2023 – Present)- self-employed

Leading global growth of a sports-tech company revolutionizing player-surface interaction and pitch performance analytics.

- Scaled revenue from €400K → €850K → €1.2M within two years
- Built recurring revenue model combining hardware, software, and consultancy
- Expanded to leagues and federations across Europe, USA, and the Middle East
- Negotiated strategic partnerships, investor relations, and commercial contracts

Vrije Universiteit Brussel - Lecturer – Assistant in Sports

- 2009 – present: guest lecturer Kajak (2/Year)
- 2005 – 2009: Assistant Handball / Basketball

Materialise Motion / RS Print / RS scan international — Global Business Development (2014 – 2023) in Biomechanics & Gait Analysis - self-employed

Developed global commercial strategy for 3D-printed footwear and orthotics: JV RS Print (Materialise and RS scan).

- Drove 250% YoY growth through market expansion and strategic partnerships
- Executed management buy-out of RS Scan from corporate JV structure
- Scaled global partnerships with HP 3D Printing and leading footwear brands
- OEM Collaborations globally

Speedliner / E-move: Business Development in Mobility concepts – industrial electrification (2010 - 2014)

Mobility concepts for delivery services and industrial sites - Projectmanagement, HRM, Marketing, After Sales Services

- Achievement: Electrification bpost Belgium, Deutsche Post, electrification Bicycles and 24/7 maintenance after sales program – recurring revenue growth
- New Language: German

Double PASS bvba — Project Manager (2005 – 2010)

Sports quality certification programs in Football, Basketbal, Korfbal (Belgium, Germany)

- Project management Basket PASS
- Project management Foot PASS Deutschland
- Certification Sport Clubs
- Planning, evaluation and reporting
- Strategic partnerships & Marketing

EDUCATION

Postgraduate in Business & Economics – KU Leuven (2010)

Master in Sport Science (Sport Management) – Vrije Universiteit Brussel (2005), Great Distiction

Sports Coaching Qualifications

- Instructor Padel (2023)
- Instructor B Handbal (2007)
- Instructor Kajak (2004)
- Instructor Alpine Skiing (2004)
- Initateur du Benevole de Club d'Ecole du Ski Francais (ESF) (2004)
- Office Manager Sports Organization (2004)
- Swimming Pool Lifeguard (2002)

LANGUAGES

Dutch (native), English (professional), German (professional), French (fluent),

COMPUTER SKILLS

Office, CRM, Canva, Photoshop, Indesign

INTERESTS

Padel, Skiing, Cycling, Running, Ski Instructor 2002-2014