NICK JIANNAS
Vice President of Sales and Marketing
STIHL Incorporated

Nick Jiannas is the vice president of sales and marketing for STIHL Incorporated and has been a dedicated STIHL employee for the past 17 years. In his role at STIHL, Jiannas is responsible for the domestic and export markets, sales planning, new product development, all marketing programs, and branch operations throughout the U.S.

Jiannas began his career as an operations assistant at Pacific STIHL in 1995. He moved to Germany the following year for three months to work in the research, development and product management departments at ANDREAS STIHL AG & Co. KG. Jiannas then returned to the states to become a territory manager for Mid-Atlantic STIHL, the North Carolina-based branch, where he actively represented STIHL among independent servicing dealers, providing product and sales expertise as well as customer relations.

Upon promotion to a product manager position at STIHL, he moved back to Virginia Beach to work at the STIHL headquarters for U.S. operations. In this role, he developed overall marketing programs for power tools and coordinated the development of sales objectives and strategies, while working with the marketing communications team on advertising and promotional programs.

By 2002, Jiannas took over as manager of export and sales planning, where he prepared and monitored monthly sales forecasts, and evaluated annual purchase projections for domestic and export markets. In 2006, he was promoted to branch manager at Northeast STIHL, managing all aspects of branch operations. Under his leadership, Northeast STIHL experienced an overall sales growth of 35 percent over a six-year period. Despite the recession, Jiannas maintained profitability, controlling expenses and leading two record sales years as the economy rebounded.

Jiannas graduated from the College of William and Mary, where he majored in economics and German. He earned his master’s in business administration from the University of Florida.

Originally born in Naples, Italy, to a Navy officer, Jiannas is happy to be back in Virginia Beach and enjoys spending time with his son.