



OFFER TO INCREASE COMMERCIAL & SALES PERFORMANCES



SALES TRANSITION MANAGEMENT

GO TO MARKET & SALES STRATEGY	DEFINITION OF PROCESSES, TOOLS AND DEPLOYMENTS
Definition, implementation of a sales model, and its management via dashboards / KPIs ○ Advising management on the implementation of sales and marketing strategies to generate more growth and recurring revenues ○ Analysis and definition of a more efficient Go To Market, based on an Inbound & Outband strategy, to maximize leads and conversions Definition of the appropriate sales model and its implementation process ○ Definition of the appropriate sales model and its implementation process ○ Deployment to teams (SDR, Sales, Pre-sales, Client Success, Consultants) ○ Data analysis, and establishment of sales & Mkg dashboards with their KPIs	Launch of commercial strategies, Go to Market, HR processes and deployment ○ Launch of commercial strategies, Go to Market, HR processes and deployment ○ Articulate sales models with a value-oriented sales methodology (strategic or consultative sales approach with high added value), ○ Lead and coach sales teams to manage the sales cycle via these methodologies and improve performance, ○ Train new sales managers for an operational transition.
INCREASE COMMERCIAL PERFORMANCES	CREATION, DEVELOPMENT OF A NEW BUSINESS UNIT / SUBSIDIARY
○ Analyze, restructure the sales team and their sales process ○ Lead sales teams, for the adoption of established processes and performance improvement ○ Talent acquisition and retention ○ Coaching of teams for better fluidity and homogeneity of performance ○ Training new sales managers for an operational transition	○ Identify and establish key partnerships ○ Starting the business as a Sales Leader ○ Recruit and create a sales team to operate effectively (BDR, Sales, Pre-sales, Marketing, Customer Service) ○ Implement a brand ○ Creation of a subsidiary (France in particular)

Preferred environment

- **Startup in ScalUp phase (10 to +50 M€),**
- **Business in full transformation,**
- **High added value sales**
- **Creation of subsidiary for Anglo-Saxons.**
- **Software in SaaS mode**
- **Strategic Information,**
- **Analytical Solutions,**
- **Market Research...**



KEY EXPERIENCES

SALES TRANSITION MANAGEMENT

GLOBAL SALES OPERATIONS

*(Asia/Pac, Europe, Americas)
Medias SaaS player
40 sales / 40M\$*



(2021 – 2023)

- Control of the SaaS transition model and the necessary changes in the company, via the sales, pre-sales and marketing teams.
- Simplification of sales processes and implementation of a sales model, for the improvement of operational efficiency.
- Implementation of a new CRM to ensure the transition of the sales model to SaaS.
- Creation of a Sales Operation team (India) & BDRs led from the UK

- Pipeline creation, acquisition of new logos, management of recurring business,
- Management of sales, pre-sales and delivery teams
- Client engagement as a Partner, to lead workshops and present to their executive committees.
- Facilitation of the implementation of client transformation programs, by articulating the main reputation drivers, to improve the company's image in support of the business.
- Appropriation of corporate responsibility, CSR, ESG, reputation, risks, employee attractiveness topics, to impact business actions and differentiating factors.

SVP MARKET LEADER & MANAGING DIRECTOR FR

Reputation Institute /



*Creation of the French subsidiary -
from the UK, from zero to 10 people
(sales, BDR & Consultants),
+ 2,4 M€ d'ARR generated in year 3
(2016 – 2020)*

CHIEF REVENUE OFFICER

ADEPT SCIENTIFIC Ltd, UK

*Scientific Software,
60 people in Europe,
10 M€ revenue*

(2013 – 2015)

- Reversal of the situation of decline of -7% year on year to >15% growth.
- Implementation of a new commercial structure and new offers, integrating steering KPIs.
- Development of a service platform around data-analytics expertise and performance process improvement (lean Six Sigma).
- Management of sales teams, consultants and support teams across European countries (UK, Germany, Denmark, France).

Close collaboration with CXOs (including COO, VP Strategy, VP Sales, VP Marketing and CIO).

- Help clients evolve their businesses through the necessary digital transformations and SaaS model developments.
- Train and coach the sales team using the Value Selling methodology.
- Generalized management of 20% annual growth.

SALES AREA MANAGER Technology Providers

Gartner

*Team of 10 global Accounts
+ 20 dotted lines in the world
20 M\$ ARR
(1999 – 2013)*