

International Business Developer

Digital Marketing

International Sales

New Business Development

Strategic sales

Lead Management

Business professional with an entrepreneurial spirit and a broad sets of skills. Passionated in creating strong customer and stakeholder relations based on trust, honesty and sincere interest in people. Comfortably and naturally engaging with all levels within an organisation from Blue collar to Executive and Board level with a value selling spirit.

EXPERIENCES

Global Business Development Manager B2B Saas PIM

SpecialChem - Since April 2025

- ▶ New Clients acquisition - mapping ICP and engage with top management
- ▶ Understand pains & needs of prospective customers to engage with value-creating use cases
- ▶ Organize Product demos, negotiate contracts, close deals and ensure customer satisfaction



International Business Developer (Digital Marketing) Achieved TO: 1,3 Mio€

SpecialChem - Since 2017

- ▶ Account management, up-sell, cross-sell and capturing new accounts.
- ▶ Prospecting, presenting and selling our marketing service offerings to varied interlocutors (CEO's - VP's, product manager, R&D managers, marketing & communication manager, director sales or Business Unit)
- ▶ Analysis of customer needs to offer them adapted solutions - Consulting sales
- ▶ Management of an opportunity pipeline, reporting and sales forecasting

International Sales Manager Matchmaking Events Achieved TO: 1,5Mio€



Distree Events - Since April 2015 - Paris - France

- ▶ Responsible for developing a pipeline of New and existing accounts business
- ▶ Attend International events IFA Berlin / CES Las Vegas / etc..
- ▶ Identify goals and opportunities of International brands
- ▶ Leading the entire sales cycle from initial contact to deliverable analyse and renewal engagement.

International Sales Manager - MRC Saas Sales / Achieved TO: 80k€



Groupe 1001 salles - March 2014 to 2015 - Full-time - Paris

- ▶ New Business development, Brand Strategy and technology go to market for a web-to-store 100% online meeting space booking, integrated as a white label on the service provider's website
- ▶ Develop and maintain sales and promotional materials. Create brand awareness and educational content. Monitor competitors, market conditions and product development

SKILLS

Languages

- ▶ Spanish ★★★★★☆
- ▶ Portuguese ★★★★★☆
- ▶ English ★★★★★☆
- ▶ French ★★★★★★

Key Competencies

- ▶ Sales Management ★★★★★☆
- ▶ Lead Management ★★★★★☆
- ▶ Business Development ★★★★★☆
- ▶ Foreign Languages ★★★★★★
- ▶ Strategic Consulting ★★★★★☆
- ▶ Sports Management ★★★★★☆
- ▶ Social Selling ★★★★★☆
- ▶ Digital Marketing B2B ★★★★★☆
- ▶ Database Administration ★★★★★★
- ▶ planning and strategizing ★★★★★☆
- ▶ persuasiveness ★★★★★★
- ▶ Adaptability ★★★★★☆
- ▶ Verbal and written communication ★★★★★★
- ▶ Negotiation skills ★★★★★★
- ▶ Resilience and tenacity ★★★★★★
- ▶ Stress tolerance ★★★★★★
- ▶ Customer journey ★★★★★☆
- ▶ Salesforce.com ★★★★★☆
- ▶ Analytics ★★★★★☆
- ▶ Hubspot ★★★★★☆
- ▶ Sharepoint ★★★★★☆

EDUCATION

European Bachelor in International Sports and Tourism Management (I.S.T.S. Paris)

Since 2002

BTS / Akor Alternance September 2004 to 2006: 2-year Technical Degree in Sales and Marketing

Literary baccalaureate Lycée Molière Paris XVI 2002

International Sales Manager - Digital Marketing Achieved TO: 2,3Mio€



BEDOUK Meetings & Events Media - April 2011 to 2014 - Full-time - Paris

- ▶ Responsible for developing a pipeline of New Business in Central & South America and specific European Countries
- ▶ Selling online and offline digital solutions for venues targeting B2B meeting planners
- ▶ Exhibiting at key tradeshows such as: IMEX, EIBTM, FITUR, WTM, ICCA Congress)

Sales Manager - Visitors Division of MAPIC / Achieved TO: 130k€



Reed Midem - September 2010 to February 2011 - Full-time - Paris

- ▶ Increase sales revenue and delegates attendance from Spain, Portugal, Central & South America to attend the largest Retail Real Estate show in Europe
- ▶ Prospecting & following up calls, drafting of commercial documents

International Sales Assistant - Event Organiser



Messe frankfurt France - November 2007 to 2009 - Full-time - Paris - France

- ▶ In charge of the after sales services and New development for NAFTA & APAC
- ▶ Upselling stand spaces and advertisement
- ▶ Perform quality checks on product and service delivery

INTERESTS

Education

- ▶ European Bachelor
- ▶ Literary Baccalaureate Lycée Molière 75016 Paris

Travel

I have traveled all across Europe, North America and a few places in Asia. Lived in London, Malta, Montreal and South America

Sports

Football, Running 10Km - 21 Km & 42 Km- Squash, Tennis and Surf