

CCO · CRO



Senior commercial and revenue operator for technology companies whose market has moved faster than their go-to-market. Two decades of shifts in CX and contact-center software: on-premise to cloud, direct to partner-led, now AI. Partner programs built or rebuilt at two global vendors, two fractional repositionings delivered since 2025. Diagnoses, then executes and hands over.

EXPERIENCE	AT EXECUTIVE LEVEL	LARGEST TEAM	LARGEST ANNUAL BUDGET
25+ years	10–15 years	10–50 people	\$10–50M

KEY EXPERTISE

Growth & commercial	Growth strategy	Sales organization & coverage
	Channel & partner strategy	Pricing & profitability
	Sales pipeline & forecasting	Key accounts & tenders
Customer	Customer experience & journey design	
	Retention, loyalty & lifetime value	Service & contact center operations
Leadership	Build the function from zero	Leadership gap cover
	AI in the function's workflow	

SELECTED MISSIONS

Fractional CCO (co-lead, executive committee seat) Intralogistics & warehouse automation
A European intralogistics and warehouse-automation equipment maker wanted to triple automation sales, but its hundred-strong sales force sold machines. Repositioned the story from equipment to business outcome, rebuilt the offer around projects, launched demand generation, mapped the consultants and planners who shape projects 18 to 36 months upstream, and built a dedicated revenue organization.
No headcount added.

Fractional strategy and go-to-market lead Customer engagement software
A profitable, self-funded voice software vendor was losing ground as CRM platforms absorbed voice and AI removed seats. After a three-week reading, forced an executive committee decision between three trajectories, then led three months of proof points.
A packaged voice AI offer, a move from per-seat to usage and value pricing, and retention governed under a 5% churn ceiling.

Senior Director, global partner program CX software · global
A global CX software vendor sold its contact center as a service (CCaaS) portfolio almost entirely direct. Designed and launched its first global partner program with roles, governance, enablement and incentives, recruited partners across EMEA, and aligned sales, alliances and executives on a partner-led motion.
Partner-sourced CCaaS revenue rose from under 2% to over 15%, enabling the two largest wins in company history.

HAS OPERATED IN

- Industries
- Logistics, postal & transport
 - Manufacturing & industrial
 - Professional services
 - Technology & software
 - Telecom
- Company stages
- Corporate / listed
 - Own venture
 - Scale-up
 - Startup
- Company size
- All sizes
- Company revenue
- All revenue levels
- Markets
- Europe
 - Levant
 - North America

ENGAGEMENT

- Formats
- Fractional, Project, Advisory
- Pricing
- Hourly, Day rate, Monthly retainer, Project fee
- Works
- Remote, on-site, open to travel
- Based in
- Paris, France
- Languages
- English, French

Senior Director, partner programs, EMEA

Contact-center software · EMEA

A global contact-center software vendor was moving its European channel from on-premise to cloud SaaS. Led the partner ecosystem transformation across 20+ countries: recruitment, enablement, tiering, joint business planning, KPIs and an EMEA Partner Advisory Board. Also covered six months as interim partner sales manager for France.

Reseller annual contract value grew 6x.

Business Developer EMEA

CX outsourcing

Business development role at a global CX outsourcing group. Led senior initiatives across EMEA for large enterprise clients in CX, digital operations and business process outsourcing, and engaged their executives on customer experience, outsourcing strategy, AI-enabled operations and commercial performance.

EDUCATION

Degree

Master's in marketing and commercial strategy; engineering degree in computer science and telecommunications; accelerated MBA

Certification

Negotiation Skills Certification, Harvard Business School, 2025
AI Agent Programming and AI Automation training (ChatGPT, Claude, DeepLearning.ai, n8n, MCP), 2025
Financial Modeling, Wall Street Prep, 2016