



B E R T R A N D C O M T E

SALES & ACCOUNT MANAGEMENT TALENT & PROGRAM MANAGEMENT

C O N T A C T

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Lausanne, Switzerland 📍

C Permit 📄

05.02.1988 📅

Driving License B 🚗

E D U C A T I O N

**Accredited in Insights Discovery
Profiling** – Insights 2021

**Certificate in Complex Problem
Solving** – IMD 2020

Personal Trainer – UNIL/EPFL
20018

**Master's degree in hospitality
management** – Vatel Lyon 2013

**Bachelor's degree in Tourism
management** – CMH Paris 2009

S K I L L S

French – Mother tongue
English – C1
Spanish – C1
Thai – B1

Microsoft Office
Salesforce, Canvas, RMS
WordPress Elementor

Bridge-builder
Go-getter
Creative
Listener
Empathic
Multitask
Resilient

A B O U T M E

I am a seasoned account, sales and project manager with 12+ years of experience in managing high-profile accounts & developing business and strategic partnerships.

Career Highlights:

- **Hunt and open** 4 strategic new accounts **and managed a portfolio** of 15 accounts for a turnover of 520K Euros in 8 months.
- Implemented the sales strategy to drive brand equity and performance KPIs.
- Managed and **delivered leadership trainings programs** for CEO and Senior Executives across **Europe, Asia and Middle East**
- I am adept at establishing **long-lasting partnerships** with clients, category as well as partners to drive business growth and expansion.

I am passionate about leadership development, coaching and mental & physical health.

E X P E R I E N C E

SALES/ACCOUNT MANAGER & BUSINESS DEVELOPMENT ENABLER – SQLI Group

Lausanne – Nov 2023 to Now

SQLI: European Leader in IT & Digital transformation for multinationals companies, based in 13 countries with 2500 employees.

- Account Management & Business Development for the following industries: Fashion Retail, Luxury & Watches, Medias, Assurance, Pharma.
- Hunt new business opportunities and develop existing customer in Switzerland.
- **KPI:** 520K turnovers in 8 months, open 4 new accounts, managed 15 active accounts and in relation with 12 prospects for potential projects.

DIGITAL PRODUCT MANAGER – Publishing Factory, Lausanne - Nov 2021 to July 2022

- Lead the creation and strategy of new digital products across social web media, press and print channels.
- Create the lead generation strategy to grow sales: 1M subscribers to our newsletter.
- Identified and built digital partnerships with category leading companies and influencers to drive profitable lead generation.
- Developed copywriting strategy to create CRM campaigns and sales funnels to optimize ROI (write the content of the email campaign and landing page).
- Organized & managed the video production team to create new videos training programs with experts.

TALENT & LEADERSHIP PROGRAM MANAGER – IMD, Lausanne - 2020 to 2021

- Manage & lead talent development programs for CEO and senior executive level (Fortune 500).
- Create, analyse and pitch "Executive Report" for the board of clients.
- Maintain and optimize the Advisory platform processes, including overseeing the CRM journeys, client relations and new client strategy.
- **Highlights:** Assessed 175 senior executives to advise on the selection of the future C-Suit of a large multinational Japanese company.
- Successfully established a new partnership which led to securing a recurring CHF 500K yearly contract.

EXPERTISE

Team & Talent development
Key Account Management
Project Management
Public speaking & Copywriting
Digital Marketing
Cross cultural competency

BUSINESS COACHING EXPERIENCE

Leading Insights Profile Discovery
coaching sessions

Designed & delivered
leadership workshops for top
management in Italy, Spain &
Oman

INTERESTS

Sport & Wellness Coaching
Leadership Development
Fitness & Martial Arts, F1
Olympic Games
Dog training
Thai Boxing (ex-fighter)

EXPERIENCE

LEAD PROGRAM COORDINATOR - IMD Business School, Lausanne - 2017 to 2019

- Organized senior executive development programs for multinationals & governmental entities across Europe, Middle East & Asia.
- Established & maintained long-lasting client relationships and loyalty with IMD through first-class program delivery and executions.
- Responsible for onboarding & coaching new hires to ensure successful integration & delivery of consistent qualitative programs.
- Highlights:** Successfully lead & delivered a 1.5-year leadership program for the Head of Minister of Abu Dhabi & managed a team of 15 people onsite for in-field operations
- Successfully organized a multi-stage program for a multinational in Riyadh, including a complex technical setup to build onsite.

SENIOR EVENT & KEY ACCOUNT MANAGER – Planitswiss, Lausanne 2014 to 2017

- Key Account Manager of 50+ companies: Cartier, Bulgari, Blancpain, Bank of Singapore, P&G, IOC, Bobst, Nestlé, Logitech etc.
- Lead growth strategy with client acquisition & retention plans to foster long-term partnership & loyalty (cold call prospects to convert them into loyal clients).
- Managed the creative design & delivery of event concepts tailored to client's objectives (Europe & Asia).
- Managed the talent pipeline by leading their onboarding journeys.
- Highlights:** Lead portfolio expansion by launching a sister company "Swiss Event Rentals" to accelerate business growth.
- Quadrupled the annual revenue in the 1st and 2nd year via accelerated digital marketing & e-commerce expansion (From 15K to 240K) via online & offline channels.
- Managed the Delivery & Operations team to ensure a high-quality service.

HUMANITARIAN VOLUNTEER: SPONSORSHIP MANAGER & TEACHER – Enfants du Mékong Thailand, Myanmar & Laos – 2009 to 2010

- Managed the administrative & financial tasks of the NGO to provide education, care & awareness for under-privileged children.
- Established & nurtured long-lasting relationships with local sponsors & government entities for continued support to the mission.
- Developed & implemented field operations, such as building an infirmary, creation of a new education program etc.
- Highlights:** Taught English, Geography & Maths in Thai in two Thai Royal School & provided counselling for children from 3 – 18 y.o

HOSPITALITY EXPERIENCE – 2006 to 2013

- Hotel de Paris St Tropez: Assistant Front Desk Manager
- Hotel du Cap Eden Roc, Antibes: F&B & Operations Assistant Director
- Hotel Martinez, Cannes: Night Manager
- Hotel Adare Manor & Golf Resort, Ireland: Head waiter, 1 star Michelin restaurant
- Hotel Plaza Athénée, Paris: Head waiter, room service
- Hotel Le Bristol, Paris: Housekeeper

REFERENCES

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[LinkedIn recommendations](#)