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

S A L E S & A C C O U N T M A N A G E M E N T T A L E N T & P R O G R A M M A N A G E M E N T

C O N T A C T A B O U T M E

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C Permit  05.02.1988 

Driving License B 

E D U C A T I O N

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

**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 **Thaï** – B1

Microsoft Office Salesforce, Canvas, RMS WordPress Elementor

Bridge-builder

Go-getter Creative Listener Empathic Multitask Resilient

# 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.

E X P E R T I S E E X P E R I E N C E

Team & Talent development Key Account Management Project Management

Public speaking & Copywriting

Digital Marketing Cross cultural competency

B U S I N E S S C O A C H I N G

E X P E R I E N C E

Leading Insights Profile Discovery

coaching sessions

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

Oman

I N T E R E S T S

Sport & Wellness Coaching Leadership Development Fitness & Martial Arts, F1

Olympic Games Dog training

Thaï Boxing (ex-fighter)

**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 Thaï 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

R E F E R E N C E S

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