

Emmanuel Haillot

Business Manager | Growth Strategy | Sales & Operations | SaaS | B2B

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PROFILE

Multilingual Sales Leader with 13+ years of international experience across Europe and Africa. Proven ability to drive revenue growth, build high-performing commercial strategies, and lead cross-cultural teams across the SaaS, renewable energy, and consumer goods sectors. Known for crafting scalable sales processes, developing strategic partnerships, and delivering measurable impact in complex, fast-paced environments.

Digitally fluent and AI-savvy, I leverage tools such as ChatGPT and AI-based prospecting platforms to boost lead scoring, personalize outreach, and optimize commercial performance.

Driven by performance and a focus on excellence, I am confident that I am an asset to any organization.

PROFESSIONAL EXPERIENCE

06/2024 –
present
Cape Town,
South Africa

Swiss Trade Desk

Operation Manager

- Increased lead conversion rate by 25% through CRM (HubSpot) optimization and team training.
- Improved operational efficiency by 30% by identifying workflow improvements.
- Qualified and converted leads into actionable opportunities, enhancing revenue pipeline.
- Delivered strategic insights via KPI tracking for data-driven leadership decisions.
- Maintained regulatory compliance and risk mitigation strategies for international operations.

03/2023 –
03/2024
Remote

Consultant

International Business Consultant

MYOSFIE (Health Insurance Brokerage, France)

- Built and implemented a complete sales process within a 4-person team.
- Participated in CRM deployment and ensured accurate user data integration.
- Conducted remote consultations to match users with the best complementary health plans.
- Supported brand visibility and client acquisition through digital promotion.

AVEVA (Industrial SaaS, French-speaking Europe & Canada)

- Prospected and nurtured relationships with industrial clients across French-speaking markets.
- Promoted SaaS platform through webinars, client events, and training outreach.
- Conducted account mapping to identify upsell opportunities in energy and manufacturing sectors.
- Provided strategic insights to align AVEVA's product roadmap with client transformation goals.

BENNE À LA MAISON (Waste Management Platform, France)

- Led and coordinated the commercial team for regional and national B2B development.
- Managed key partnerships with logistics and waste management providers.
- Structured and optimized sales follow-up processes to ensure timely deal closures.
- Strengthened operational efficiency and improved contractor satisfaction.

REAL ADVISOR (Real Estate SaaS, France)

- Drove digital transformation for real estate agencies by promoting a cloud-based platform.
- Managed end-to-end sales: prospecting, demo, negotiation, and closing.
- Developed a robust pipeline via outbound strategy and referral network.

	- Collected client feedback to support product improvements.
11/2021 – 02/2023 Cape Town, South Africa	EIS Group Sales developpment <ul style="list-style-type: none">- Prospected and qualified leads in French-speaking markets within insurance and financial sectors.- Created targeted outreach campaigns and organized sales meetings for solution presentations.- Conducted market research and financial analysis to support customized outreach strategies.- Collaborated with sales leadership to coordinate demos and discovery sessions.- Participated in the development of French-language marketing and communication content.- Represented EIS Group during industry events, including InsurTech London, promoting solutions and building client interest.
10/2018 – 06/2021 Cape Town, South Africa	Nikiwave Operations Manager <ul style="list-style-type: none">- Led market expansion for two eco-conscious brands: <i>100% Trading</i> (biodegradable rooibos tea capsules) and <i>100% Conscious</i> (biodegradable trays for the agri-food industry) across Europe and Africa.- Managed supplier and retail client relationships, ensuring product availability and customer satisfaction in domestic and international markets.- Conducted financial analysis, investment projections, and due diligence for acquisition projects in the mining sector, waste treatment facilities, and renewable energy plants.- Oversaw international logistics operations, supplier negotiations, and export compliance.- Secured strategic partnerships and engaged with investors to support new product development and business scale-up initiatives.

SKILLS			
Business Development & Sales Strategy	● ● ● ● ●	CRM Management (HubSpot, Salesforce)	● ● ● ● ●
Lead Generation & Client Acquisition	● ● ● ● ●	Operational Process Optimization	● ● ● ● ●
Market Research & Due Diligence	● ● ● ● ●	Strategic Partnerships & Negotiation	● ● ● ● ●
AI & Productivity Tools	● ● ● ● ●		
LANGUAGES			
French	● ● ● ● ●	English	● ● ● ● ●
Portuguese	● ● ● ● ●	Italian	● ● ● ● ●