

Nicolas Deville

"Nic"

Married, 44, 2 little Devil(le)s



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Born &
Lived



Lived
(4 years)



Lived
(10 years)



Living
now

near Munich, Germany

20 years Sales experience.

Now looking to join a team of A-players, where I can make a significant impact, building & scaling the (regional) revenue engine.

Target Position

VP Sales/MD EMEA for US B2B SaaS (preference for pre-IP0/acquisition)

Remote/hybrid

Easy international travel

/ can invoice monthly if no DE structure available for payroll

/ 20mins from Munich International Airport

Background

» **VP Sales profile** with particular expertise of building & scaling the European business for global Enterprise B2B SaaS

» **Managing Director** experience

» **Exited entrepreneur** of bootstrapped venture

» **Sales Automation** expert

» **In-depth Technology** understanding

WIIFY / For You

- » • Hunting and closing flagship logos creating foundation of growth & leading from the front
- Designing & implementing Sales processes, automations & "Playbooks" for scale
- True leadership mindset, enabling positive growth culture amongst team
- » • Experience leading & managing teams through high-pressure VC-backed growth environments
- Learned from best practices & failures
- » • Complete understanding of startup environment challenges
- Able to adapt to venture's needs from early stage to maturity
- » • Architecting automated Sales processes
- SalesOps & RevOps
- » • Deep technical curiosity & understanding.
- Simplify & connect technical solutions to business value

Achievements

- » **Promoted** every 1-2 years.
- » **Built** a \$10M ARR European business.
- » **Led** teams up to 35 to deliver their best (see recos)
- » **Closed** largest deals as IC at every company: eg \$1.3M license deal "impossible to close", \$3.5M with Tier 1 Telco, \$320k with Tier 1 Management Consulting firm,...
- » **Generated** \$5M new business ARR in last 2 years, as part-time GTM contractor (all-time rep #3 / #1 int'l).
- » **2 exits as bootstrapped entrepreneur:**
 1. Co-founder & VP Sales of Platform startup in Business Aviation, sold in 2019.
 2. Founder of RPA SaaS startup, sold in 2021.
- » **Raised** 2 well-balanced kids, on their way to independence.

Education

Master Degree in Business Administration at Top French Business School (ISC Paris) - 2002 Promotion
Specialisation: International Business

Languages



Native Level



Native Level



Native Level

Interests




Reading / focus on **Business, Sales** and **science fiction** books

Programming / 100+ Python automation scripts and counting, now leveraging AI. See <https://github.com/ndeville>

Learning new skills / eg vector design, video editing, AI, etc..

Time with my kids | Archery | Skiing | Longboarding | Yoga | Practising my sense of humour to get to British level (lifelong goal)

Experience

	<p>VP Sales-as-a-Service</p> <ul style="list-style-type: none"> » Business Development » SaaS 	<p>since 2020 / 3 years Munich</p> <p>Principal & VP Sales</p>	<p>After selling my startup, I decided to offer my services as B2B Sales/ GTM contractor (freelance) for SaaS companies, with focus on helping US B2B SaaS startups expand in Europe.</p> <p>Services encompass everything from defining GTM strategy, producing Sales content, setting up SalesTech tools, building processes, generating leads & selling myself.</p> <p>https://BtoBSales.EU</p> <p>Clients incl. 6Connex, Webinar.net, Dryfta (ongoing), Hubilo (ongoing).</p> <p>Results include:</p> <ul style="list-style-type: none"> 📌 #1 international IC of all-time at 6Connex (working part-time) 📌 Closed \$4.8M in new business in 2 years 📌 Closed largest license deal in company history 📌 Produced 120+ Sales videos & 50+ Sales graphics 📌 Built an automated lead generation system with the Twitter API generating 5-10 new meetings per week
	<p>“Groupon” for Business Aviation</p> <ul style="list-style-type: none"> » Platform » Bootstrapped » Sold 2019 	<p>2017-2019 / 2 years London</p> <p>Co-Founder & VP Sales</p>	<p>Co-founded a Group Purchasing Organisation with industry expert. Leading Sales, building team (freelancers), supplier network, platform and automated processes.</p> <ul style="list-style-type: none"> 📌 \$140M combined buying power from aircraft part of the GPO 📌 Acquired by AVIAA, LLC
	<p>Business Platform-as-a-Service for SMEs</p> <ul style="list-style-type: none"> » SaaS » IPO'ed on LSE 	<p>2015-2017 / 2 years London</p> <p>Managing Director & VP Sales, Europe</p>	<p>Hired as the 1st man on the ground - “2nd HQ” after Sydney. Built the European Business & Operations, and global Outbound Lead Generation programme. Opened London office w/team of 6.</p> <ul style="list-style-type: none"> 📌 Delivered outbound leads feeding 60% of TOFU 📌 Won one of the largest Telcos in Europe & one of the largest Banks (\$1M+ contracts / RFPs) 📌 Won 2 industry awards
	<p>Webinar-based Marketing Platform</p> <ul style="list-style-type: none"> » SaaS » Pre-IPO (IPO'ed in 2020) 	<p>2008-2015 / 7 years London</p> <p>Managing Director, EMEA</p> <p>prior VP Sales & Marketing, EMEA</p>	<p>Hired as 1st rep for DACH - leveraged local reseller for success. From there, defined Indirect Sales playbook & built a best-in-class Channel presence in Europe - promoted every year thereafter. Ultimately built, led & managed EMEA's Sales, Marketing, Customer Success, Production, Support & Operations - up to team of 35.</p> <ul style="list-style-type: none"> 📌 Created processes & “Playbooks” for scalability - incl. 1st CS team 📌 Built up to \$10M Annual Recurring Revenue (from \$800k one-off revenue, ie 43% CAGR over 7 years) 📌 Built team up to 35, many of which still thriving there 📌 Closed largest subscription (\$1.3M), deemed impossible to close 📌 Multiple President's Club winner
	<p>Consumer electronics (Cordless Phones, IP Tablet)</p> <ul style="list-style-type: none"> » Hardware 	<p>2004-2008 / 4 years Paris</p> <p>Key Account Manager</p>	<p>Managed European Telcos (France Telecom/Orange, Deutsche Telekom & Telekom Austria, Swisscom, BT).</p> <ul style="list-style-type: none"> 📌 Introduced strategic products (eg IP Tablet, before the iPhone). 📌 Built network & relationships (from 4 to 300 contacts at DT). 📌 30% over quota in last year (25M€/ +30% at FT/Orange).

Methodologies

Some of the methodologies learned & adapted (depending on context):

Sales Qualification framework: BANT, MEDDIC

Sales methodologies: The Challenger Sale, Gap Selling, Solution Selling, Conceptual Selling

Computer

SalesTech expert & proficient with many apps & APIs, eg.: Salesforce, Hubspot, G-Suite, Office 365 (incl. advanced Excel & Powerpoint), Apollo, Lemwarm, Salesloft, Instantly, Bouncer, Screenflow, Descript, Affinity Suite, Grist, Calendly, Zapier, etc... Taught myself programming with Python starting in 2017, to help with Sales automations & AI.



“

Nic is one of the most incredible leaders you will ever encounter.

It's challenging to be concise in this recommendation as Nic possesses so many incredible talents.

He is a leader who is truly passionate and committed, not only to the mission, but to his people.

He leads in a way that is inspiring, that builds a legion of trusting followers and that makes you realize that each minute you spend listening to him speak is going to benefit your growth tremendously.

He is always thinking 18-24 months ahead - how to invest in himself so that he can be better for his people and how he can grow to drive superior results for his organization.

He has been a true mentor - a leader like no other.

— **Samantha McKenna**

Founder at #samsales - now one of the most sought-after LinkedIn influencers and sales experts

Nic was senior to Samantha but didn't manage directly



“

Nic is exceptionally talented, a true powerhouse of leadership and results.

His business acumen and expertise is the SaaS realm, combined with his constant thirst for knowledge means he's not just leading with the most up-to-date sales methodologies - he's defining and innovating them.

Nic has a natural skill for reading the room and inspiring trust in employees, peers and clients. He takes a strategic approach to decision making, balancing his considerable analytical skill with the short and long-term goals of the business.

It's notable to mention he has a comprehensive understanding of the nuances of the global market, and speaks English, French and German with native fluency.

Nic is one of the strongest and most tenacious people I've had the pleasure of working with - he's truly brilliant.

— **Tiffany Jensen**

Vice President of Sales at nTopology

Tiffany reported directly to Nic



“

Nic is one of the most dynamic business leaders with whom I've had the good fortune to work.

I have come to trust him as a key advisor and sounding board on issues related to management, execution, and some of the most exciting trends in the market today.

I would divide my respect for Nic's accomplishments into three key areas:

1. MD EMEA - Nic transformed our execution (particularly on the Sales side), by re-focusing the teams on quantitatively-driven sales management techniques, which resulted in massive growth in our subscription revenue.

2. Sales leader - Nic is a voracious consumer of business texts, as well as a selfless sharer of insights and distilled learnings from that research.

— **Andrew Fritts**

Senior Vice President, Global Sales & Managing Director at Accenture

Andrew worked with Nic in different groups



“

Nic is an exemplary leader, warrior, visionary manager.

I have never been led by someone who listens as well, drives me to work my hardest, and is able to work efficiently and effectively at a million miles per hour.

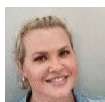
He is full of ideas, and unlike many leaders, he can create a plan and a process and see his ideas to fruition.

Not only is he hard-working but he is incredibly intelligent, imaginative, and human.

— **Sarah Counts**

COO at Wazoku

Sarah reported directly to Nic



“

Nic is a rare combination of technology evangelist, sales leader and someone who does things "the right way".

He demands a lot from himself and those around of him but his unflinching honesty, accuracy and good manners inspire an unusually high level of respect from his colleagues (I have rarely heard a leader be spoken of so positively), clients and suppliers.

— **Rob Case**

Director at Tomka Ltd SaaS Tech Sales

Nic was a client of Rob's



“

Nic is hands down the best sales leader I have worked for and with.

He is a perfect example of leading by example and with integrity, dedication and fairness.

Nic has this incredible knack to build an army of loyal and passionate people who will put everything into what they do because Nic makes the environment an awesome place to work.

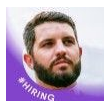
Nic understands the sales world like no one else I know.

He always puts himself in the other persons shoes (both colleagues and customers) which ensures that every result has the best outcome for both parties.

— **Dustyn Smith**

Head of International at Education Perfect

Dustyn reported directly to Nic



“

Nic is one of the most driven and goal-oriented people I have ever met.

As a result, working with Nic is an experience that also pushes others to excel and continually improve.

Nic is a natural leader, well beyond being merely a manager, and he involves his team in a way that motivates and brings out the best in them.

To say he is well-informed in the B2B tech and SaaS area is an understatement.

Professional perspective, during that time, I have got to know him as a person with a strong moral compass, who is fair, open and honest, and extremely positive."

— **Lev Cribb**

Managing Director at WebinarExperts

Lev reported directly to Nic



“

Nic is hands down the most dynamic business leader, manager and mentor with whom I've had the good fortune to work with.

As a sales leader he is arguably the best - a leader and a warrior who always puts his people before himself and the best person to have in your corner when required.

Almost single handedly Nic built a solid robust channel presence here in Europe and then went on to lead the entire Sales Team ultimately the entire EMEA organization.

What Nic has achieved here in Europe is now seen as the benchmark globally here at ON24, testament to his commitment, his vision and his huge success. In my 3 years working here at ON24 he has proven to be an exceptional coach, outstanding leader and the best mentor I could have hoped for.

— **Harish Sethi**

Sales Director at ON24

Harish reported directly to Nic



“

If I had to describe Nic in 3 terms, it would be "Fantastic Leader", "Get-it-Done", "SaaS".

When it comes to business models and how to drive a company forward, he is one of the most knowledgeable and savvy people I have known.

With his great passion for SaaS models and "make-it-happen" attitude, he is the right fit for any dynamic company.

Nic is a natural team leader, who knows how to drive the business forward while inspiring his team to do the same.

The humbleness with which he carried his position is admirable, which makes him very approachable for discussing any concerns or ideas.

Much loved by both colleagues and clients for his enthusiastic and personal yet professional approach.

— **Lien Vandeputte**

Director Customer Success at ON24

Lien reported directly to Nic



“

I am extremely fortunate to have worked for (and learned from) an extraordinary leader and manager.

Nic's drive, determination and willingness to go against the status quo have driven not only his own success but also the success of the entire sales team at ON24 EMEA.

Nic's eye for detail and ability to take an idea from inception to completion is second to none and I have reaped the rewards having had the opportunity to learn first-hand how to implement plans and processes within a growing SaaS business.

His penchant for learning not only sits well with his team but also with the vast number of clients that have benefited directly from this mindset.

Nic's ability to engage intellectually (in multiple languages), imaginatively and have his client's best interests at heart.

— **Taz Bhachoo**

Sales Manager Northern Europe at Peakon

Taz reported directly to Nic



“

Nicolas is a great sales man who manages complex Sales and sets up the right strategy for that, covering incredibly well the buying center.

He managed to close numerous deals with Tier1 operators in Germany!

What makes him one of the best sales guy I met in my life is that on top of his sales skills he has a strong technical understanding.

— **Olivier Dronne**

Managing Director of Sagemcom Broadband Germany GmbH

Olivier managed Nic directly



“

Nic was one of the most capable, principled, intelligent and committed sales leaders I have ever worked with at ON24.

He built - virtually from the ground up - a robust channel presence for ON24 in EMEA, developing tools and resources to drive significant ON24 revenue growth and partner success.

— **Chuck Brotman**

VP of Sales & Co-Founder at Blueprint Expansion

Chuck worked with Nic in different groups



“

It's rare to come across a standout talent like Nic!

Nic's ability to multitask and simplify complex business problems was unlike any I've seen before - making a dramatic difference in the productivity of our team.

— **Ankit Sagar**

Vice President, Sales at ON24

Ankit reported directly to Nic


[More on LinkedIn](#)
