

# Nicolas Deville

"Nic"

Married, 2 little Devil(le)s  
42 years on planet Earth



Born & Lived Lived (4 years) Lived (10 years) Living now



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## Target Position

**CRO with EU B2B SaaS Startup**  
 **VP/MD EMEA with US B2B SaaS Startup**

Remote

## Summary

Looking to join an ambitious team on a mission where I can make a significant impact.

- » 2 exits as bootstrapped entrepreneur:
  1. Co-founder & COO of Platform startup in Business Aviation, sold to AVIAA LLC ('19).
  2. Founder of RPA-as-a-Service startup, sold to Autokatalyst LLC ('21).
- » Former Managing Director of VC-funded (IPO'ed) SaaS startups, with a VP Sales background
- » Built and led the European business of American & Australian B2B SaaS startups for 10 years
- » Recommended Team Leader & People Manager
- » Created processes & "Playbooks" for scale
- » Programmer (Python) for Robotic Process Automation
- » Working best in technical environments: deep technical understanding & ability to simplify
- » Excellent results in all roles / promoted every 1-2 years
- » Multicultural and trilingual
- » Passionate & energetic, extremely driven, entrepreneur-minded, voracious learner, data-driven, challenge-lover, fighter & problem solver, overall Geek with a love for business & the SaaS business model

## Education

Top French Business School  
2002 Promotion

Master Degree in Business Administration  
Specialisation: International Business

## Languages

Father tongue  
 Mother tongue  
 Native level  
 Native level

**Python** Advanced  
 **SQL** Intermediate  
 **HTML** Intermediate  
 **CSS** Intermediate  
macOS Office 365 Salesforce HubSpot slack Ps Id Ai

## Interests

**Reading** / Business books and science fiction (currently: Dune)

**Programming** / 100+ Python scripts and counting

**Learning new skills** / eg vector design, video editing, SQL, Unity, etc..

**Upgrading my Home Office/Studio** / <https://btobsales.eu/home-office>

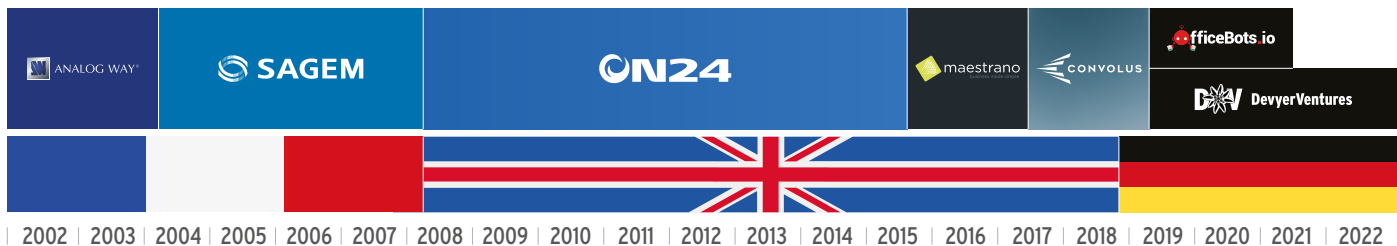
Entertaining, teaching & reading to my kids

Archery | Skiing | Longboarding | Yoga

Practising my sense of humour to get to British level (lifelong goal)



## Timeline



## Experience



- » Holding
- » Investments
- » Sales-as-a-Service

since 2019  
**Principal**

Following sale of Convolus, setup a German GmbH structure for investments, financing of own ventures (OfficeBots) and providing B2B (Sales) Services for US organisations (<https://BtoBSales.EU>):



(contract since Apr '20)

**SaaS - Virtual/Hybrid Events Platform**  
**Business Development Europe**

Closed \$3.8M in new business.

Closed largest license deal in company history in August 2020.

Produced 120+ Sales videos & 50+ Sales graphics.

Automated tasks for higher efficiency (eg Proposal automation).



(contract since Nov '21)

**SaaS - Webinar Platform**

**Global Lead Generation & Business Development Europe**

Built an automated global lead generation system with the Twitter API generating 5-10 meetings/week.

\$300k of qualified pipeline.



» Office tasks automation platform

- » RPA-as-a-Service
- » Bootstrapped
- » Sold Nov 21

2019-2021  
**Founder**  
(exited Nov '21 after acquisition)

Architected and built a Python-based platform to democratise Robotic Process Automation. Unique approach of "email-based bots". Some disparate successes with clients in Germany and Switzerland, though could not find product-market fit. In parallel, my "Sales-as-a-Service" activities proved very lucrative.  
**Sold to Autokatalyst, LLC.**



» "Groupon" for Business Aviation (private jets)

- » Platform
- » Bootstrapped
- » Sold Feb 19

2017-2019  
**Co-Founder & COO**  
(exited May '19 after acquisition)

Co-founded a Group Purchasing Organisation with industry expert. Building team (freelancers), supplier network, platform and automated processes (e.g. automated invoice processing incl. reconciliation with flight records from Eurocontrol). 140+ aircraft part of the buying club.  
**Sold to AVIAA, LLC**



» Business Platform-as-a-Service for SMEs

- » SaaS / iPaaS
- » IPO'ed on LSE

2015-2017  
**Managing Director,**  
Europe  
(employee)

Built the European Business & Operations, and global Outbound Lead Generation programme. First man on the ground, building from scratch. Won one of the largest Telcos in Europe and one of the largest Banks (\$1M+ contract / RFP). Won 2 industry awards ([Efma](#) & [EuroCloud](#))



» Webinar-based Marketing Platform

- » SaaS
- » Pre-IPO (IPO'ed in 2020)

2008-2015  
**Managing Director,**  
EMEA  
prior  
**VP Sales & Marketing,** EMEA  
(employee)

Started by building a best-in-class Channel presence in Europe - promoted every year thereafter. Built, led & managed EMEA's Sales, Marketing, Customer Success, Production, Support & Operations (team of 35 in 2015). Created processes & "Playbooks" for scalability. Built up to \$10M Annual Recurring Revenue. Closed largest subscription (\$1.3M), deemed impossible to close. Multiple President's Club winner.



» Consumer electronics (Cordless Phones, IP Tablet, etc.)

- » Hardware

2004-2008  
Key Account Manager  
(employee)

Managed European Telcos (France Telecom/Orange, Deutsche Telekom & Telekom Austria, Swisscom, BT). Introduced strategic products (eg IP Tablet, before the iPhone era). Built strong relationships (from 4 to 300 contacts at DT). Over quota (e.g., >25M€/ +30% at FT/Orange).



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

It's challenging to be concise in this recommendation as Nicolas 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.

Nothing is wasted in his conversations - everything is of value and is meaningful.

Anyone can be a manager and get to end goals with basic skills, but it takes a complex balance of intelligence, mentorship and follow through to be a true leader and to accomplish what Nicolas has done at ON24.

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.

Nicolas has redesigned the way I think about growth as an individual and as a leader. He has simultaneously given me a foundational and strategic understanding of SaaS technologies.

He has opened me up to new ways of thought and completely restructured how I view critical components of corporate operations.

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

I simply can not wait to see what he accomplishes next."

#### – Samantha McKenna

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

*Nicolas was senior to Samantha but didn't manage directly*



### Nicolas 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.

Nicolas 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.

Nicolas is one of the strongest and most tenacious people I've had the pleasure of working with - he's truly brilliant, simply cannot recommend him highly enough."

#### – Tiffany Jensen

Vice President of Sales at nTopology

*Tiffany reported directly to Nicolas*



### Nicolas 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 Nicolas's accomplishments into three key areas:

1. MD of EMEA - as our Managing Director for EMEA, Nicolas 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 peer - Nicolas is a voracious consumer of business texts, as well as a selfless sharer of insights and distilled learnings from that research. I open every email from him with curiosity and interest, and virtually always find pearls that I can implement in my own day-to-day operations.

3. Expert in Sales Enablement / Automation field - Nicolas has become extremely interested in sales automation over the past 18-24 months, and has made himself an expert in the area through a multitude of demonstrations, consultations, and texts.

I will definitely look to him for advice on how best to outfit my sales teams for success as I proceed in my career.

In my experience, Nicolas is a great analyst on almost any business challenge, with extraordinary passion and knowledge specifically in the areas of SaaS and Sales Automation.

I plan to continue my association with him throughout my career, as he has proven to be an invaluable resource and a proven producer."

#### – Andrew Fritts

Senior Vice President, Global Sales & Managing Director at Accenture

*Andrew worked with Nicolas 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.

He can articulate his ideas and constructive feedback in three languages AND he will go to battle for what he believes in and stand his ground.

In a world of "yes" people, Nic isn't afraid to stand for what he believes in and for that reason I hope to work with Nic again in the future."

#### – Sarah Counts

COO at Wazoku

*Sarah reported directly to Nicolas*



### Nicolas 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 him but his unfailing 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.

He has achieved a lot in a short space of time but I suspect there is a lot more to come!"

#### – Rob Case

Director at Tomka Ltd SaaS Tech Sales

*Nicolas was a client of Rob's*



### If I had to describe Nicolas 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.

Nicolas 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, I would be first in line to hire him."

#### – Lien Vandeputte

Director Customer Success at ON24

*Lien reported directly to Nicolas*



### Nicolas 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 is a magnanimous leader who is very open and honest with his feedback.

He is constantly sharing creative ideas and knowledge around sales and technology whilst encouraging you to figure out solutions to challenges yourself.

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 has a technology and app for everything and helps everyone understand their weaknesses and improve on them.

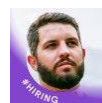
He always puts himself in the other persons shoes (both colleagues and customers) which ensures that every result has the best outcome for both parties.

Thank you Nic for everything and I have no doubt that you will be incredibly successful with your next venture."

#### – Dustyn Smith

Head of International at Education Perfect

*Dustyn reported directly to Nicolas*



### Nicolas is a dedicated professional with a passion for excellence.

His technical knowledge is impressive and he expects all his team to strive for the same high standards he sets himself.

I believe that is why he has the trust and respect of his colleagues in order to grow such a successful team in Europe. I always enjoyed working with him."

#### – James Stanworth

Sales Director, APAC at ON24

*Nicolas was senior to James but didn't manage directly*



“

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

Regardless of how many knock-backs he encounters Nicolas will persist and try another route.

However, what sets Nicolas apart from others is his ability to not be blinded by that focus.

Instead, he is very aware of what goes on around him and is able to create win-win situations for himself and others he works with (and for).

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

The outcome is not blind ambition, but positive achievement.

Nicolas 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.

Nicolas is extremely smart and business-savvy.

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

He is able to spot early and small differentiators that set successful companies and individuals apart and apply them to his own area of business.

I have worked alongside Nicolas as a colleague, as well as under him as a leader, for over 5 years. From a personal and 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 Nicolas*



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

Nicolas is extremely smart and business savvy - this is not by chance or good fortune. He constantly strives to better himself, consuming, learning and sharing ongoing.

Nicolas has never been afraid to admit when he is not the subject matter expert but you can rest assured he will do everything he can to become more knowledgeable.

This he shares and advocates constantly, inspiring everyone around him to do the same.

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 Nicolas 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 Nicolas 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.

It has been a pleasure working with him. I have no doubt that what he chooses to set his mind to he will accomplish, he truly is a visionary in the B2B Tech and SaaS environment, he will achieve great things - that I am sure of!"

– Harish Sethi

Sales Director at ON24

*Harish reported directly to Nicolas*



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**I am extremely fortunate to have worked (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.

On a personal level, 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 benefit directly from this mindset.

In an industry that is enjoying stratospheric growth Nic's ability to engage intellectually (in multiple languages), imaginatively and have his client's best interests at heart make references to Nic's acumen as the "ON24 Warrior" completely true.

I am looking forward to seeing what Nic accomplishes next and I plan to continue my association with him throughout my career."

– Taz Bhachoo

Sales Manager Northern Europe at Peakon

*Taz reported directly to Nicolas*



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

I had the pleasure of reporting to him directly for over three years.

Nicolas'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.

I would work with him again in a heartbeat."

– Ankit Sagar

Vice President, Sales at ON24

*Ankit reported directly to Nicolas*



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**Nicolas has the vision and the passion to make his ideas come true.**

And he has the industry and corporate real-life experience to become a "hustler".

He has accomplished incredible goals in his career always being data-driven and mission-oriented and these skills will be an awesome asset for any startup/organisation.

If he finds the right technical mind, both together can create a great success story.

Nicolas will provide the vision, the customer/market fit orientation and the drive.

Furthermore he is able to understand technical challenges to a deep level, which I am certain will make it easy for a tech co-founder to establish common roadmaps and goals."

– Miguel Arias

Partner at K FUND

*Nicolas worked with Miguel in the same group*



“

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

Nicolas, it was my honor to work with you 2 times in my life!

Nicolas worked with me during his trainee at Sagemcom. We tried to hire him back then but he wanted to finish his studies, unfortunately once his studies finished another company was faster than us, but we finally got my hands on him.

After very successful years with us Nicolas wanted for personal reasons to move to the UK and left us.

During the time he worked for us, 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 coming from the fact that he personally wants to understand.

Furthermore Nicolas works autonomously and in a very professional matter.

I can only recommend him and hope that our ways will cross again !"

– Olivier Dronne

Managing Director of Sagemcom Broadband Germany GmbH

*Olivier managed Nicolas directly*



“

**I've had the pleasure of working with Nicolas for over 5 years.**

Nicolas is the hardest working person I have ever met and will always be successful as he is result driven and passionate about everything he does.

He is also an incredible manager who pushes his employees to get the very best from them and to help them further their career."

– Carrie Smith

Sales Operations Executive at Investis Digital

*Carrie reported directly to Nicolas*



“

**Simply put, Nicolas 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.

Nicolas always had a thorough-going commitment to collaboration with others, always putting company performance ahead of personal accolades.

He has had success in every single sales and management role within the company.

I have little doubt he will be hugely successful in his future pursuits."

– Chuck Brotman

VP of Sales & Co-Founder at Blueprint Expansion

*Chuck worked with Nicolas in different groups*

