

# Nicolas Deville

## Recommended entrepreneurial Sales & Business Leader for B2B SaaS startups

Age: 43

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### Summary

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- Managing Director EMEA of 2x VC-funded SaaS startups who IPO'ed.
- VP Sales who built and led the European business of premium Enterprise B2B SaaS for 10 years.
- Entrepreneur with 2x successful exits of bootstrapped SaaS & platform startups.
- GTM contractor with recent Sales records.

### Key Achievements

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- Promoted every 1.5 years on average. Multiple President's Club winner.
- Built a \$10M ARR European business with team of 35.
- Closed largest deals at every company (eg. \$1.3M ARR subscription deal "impossible to close").
- Bootstrapped startup to \$1.5M exit in 18 months, with remote team of 10+ freelancers.

### Work History

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#### Principal, Chief Sales Officer

##### BtoBSales.EU

2019-present, Munich

- B2B Sales/GTM contractor for SaaS companies, eg 6Connex & Webinar.net.
- Closed \$5M new business ARR in 2 years, working part-time. Finished best all-time rep #3/#1 international.
- Generated 5-10 meetings/week by building an automated global lead generation system with the Twitter API.

#### Founder

##### OfficeBots (acquired)

2019-2021, Munich

- Founded a SaaS for automating office tasks with email bots (RPA). Architected and built a Python-based platform.
- Closed a dozen clients in UK, France, Germany and Switzerland.
- Bootstrapped then sold in 2021 to Autokatalyst LLC.

#### Co-Founder & CRO

##### Convolus (acquired)

2017-2019, London

- Co-founded a "Groupon" platform for Business Aviation operators with industry expert.
- Led Sales, built a remote team of up to 20 freelancers, supplier network, platform and automated processes.
- Bootstrapped then sold for \$1.5M in 2019 to AVIAA LLC.

#### VP Sales & Managing Director Europe

##### Maestrano (IPO'ed LON:MNO)

2015-2017, London

- Built team of 6 initiating the European Business & Operations from scratch.
- Started and grew a global Outbound Lead Generation programme generating 5-10 qualified meetings per week.
- Closed \$1M+ contracts with Tier 1 Banks & Telcos. Won 2 industry awards.

#### VP Sales & Managing Director EMEA

##### ON24 (IPO'ed NYSE:ONTF)

2008-2015, London

- Started by building a best-in-class Channel presence in Europe with Tier 1 Telcos. Promoted every year thereafter.
- Built and led a team of 35 (Sales, Marketing, CS, Support & Operations). Enterprise value sell of premium solution.
- Grew revenues from <\$800k one-off to \$10M ARR. Closed largest subscription in company history (\$1.3M).

### Languages

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English, French and German (all native level)

### Education

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Master Degree in Business Administration from ISC (Top French Business School), 2002

### Skills

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Recommended Leader. Revenue growth. Problem solving. Value selling. Complex Enterprise Sales. Negotiation. Data analysis. Remote team building. Deep technical product knowledge. Sales stack expert. Tasks & process automations with Python.

**Note:** this an ATS-friendly basic version of my CV.

For the more in-depth human version, see: <https://cv.nicolasdeville.com>