

# Nicolas Deville

"Nic"

Married, 44, 2 little Devil(le)s



Born &  
Lived



Lived  
(4 years)



Lived  
(10 years)



Living  
now



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near Munich

## Target Position

**VP Sales/MD EMEA for US } B2B SaaS (pre-IPO/acquisition)**  
**CRO for EU }**

Remote/hybrid (can invoice if no DE structure available for payroll).  
Easy international travel (20mins from Munich International Airport).

## Summary

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

- » Former Managing Director EMEA of VC-funded US & AU SaaS startups (IPO'ed).
- » VP Sales background who built and led the European business of premium Enterprise B2B SaaS for 10 years.
- » 2 exits as bootstrapped entrepreneur:
  1. Co-founder & COO of Platform startup in Business Aviation, sold 2019.
  2. Founder of RPA SaaS startup, sold 2021.
- » GTM contractor with recent Sales records.
- » Created Sales processes & "Playbooks" for scale.
- » Automated processes with Python.
- » Working best in technical environments: deep technical understanding, ability to simplify and connect to business pains & value.
- » Passionate about Sales & Business. Energetic, extremely driven, entrepreneur-minded, voracious learner, data-driven, challenge-lover, problem solver, overall Geek with a love for the SaaS business model.

## Career Highlights

- » Promoted every 1-2 years.
- » Built a \$10M ARR European business with team of 35.
- » Closed largest deals as IC at every company: eg \$1.3M subscription deal "impossible to close", \$3.5M with Tier 1 Telco, \$320k with Tier 1 Management Consulting firm,...
- » Bootstrapped startup to \$1.5M exit in 18 months.
- » Generated \$5M new business ARR in last 2 years, as part-time GTM contractor (all-time rep #3 / #1 int'l).

## 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

## Computer

Python coder for Sales automation & proficient with many apps & APIs, eg.:  
- Salesforce  
- Hubspot  
- G-Suite  
- Office 365  
- Salesloft  
etc...

## Experience

|  |   |   |   |
|--|---|---|---|
|   | <p>Freelance</p> <ul style="list-style-type: none"> <li>» VP Sales-as-a-Service</li> <li>» Business Development</li> </ul>  | <p>since 2020 / 3 years</p> <p><b>Principal &amp; VP Sales</b></p>  | <p>B2B Sales/GTM contractor for SaaS companies - clients incl. 6Connex, Webinar.net, Dryfta (ongoing), Hubilo (ongoing).<br/> <a href="https://BtoBSales.EU">https://BtoBSales.EU</a></p> <p><br/> <b>SaaS - Virtual/Hybrid Events Platform</b><br/> <b>Business Development Europe</b><br/>         Closed \$4.8M+ in new business in 2 years (part-time) / #1 int'l rep.<br/>         Closed largest license deal in company history in August 2020.<br/>         Produced 120+ Sales videos &amp; 50+ Sales graphics &amp; automations.</p> <p><br/> <b>SaaS - Webinar Platform</b><br/> <b>Global Lead Generation &amp; Business Development Europe</b><br/>         Built an automated global lead generation system with the Twitter API generating 5-10 meetings/week.</p> |
|    | <p>Office tasks automation platform</p> <ul style="list-style-type: none"> <li>» SaaS</li> <li>» Bootstrapped</li> <li>» Sold Nov 21</li> </ul>                   | <p>2019-2021 / 2 years</p> <p><b>Founder</b><br/>         (exited Nov '21 after acquisition)</p>  | <p>Architected and built a Python-based platform to democratise Robotic Process Automation.<br/>         Unique approach of "email-based bots".<br/>         Some successes with clients in Germany and Switzerland.<br/>         Lacked focus to drive it as solo founder, with parallel (lucrative) Sales activities for BtoBSales.EU taking off.<br/> <b>Sold to Autokatalyst, LLC.</b></p>  |
|    | <p>"Groupon" for Business Aviation (private jets)</p> <ul style="list-style-type: none"> <li>» Platform</li> <li>» Bootstrapped</li> <li>» Sold Feb 19</li> </ul> | <p>2017-2019 / 2 years</p> <p><b>Co-Founder &amp; VP Sales</b><br/>         (exited May '19 after acquisition)</p>                          | <p>Co-founded a Group Purchasing Organisation with industry expert. Leading Sales, 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.<br/> <b>Sold to AVIAA, LLC</b></p>   |
|  | <p>Business Platform-as-a-Service for SMEs</p> <ul style="list-style-type: none"> <li>» SaaS / iPaaS</li> <li>» IPO'ed on LSE</li> </ul>                          | <p>2015-2017 / 2 years</p> <p><b>Managing Director &amp; VP Sales,</b><br/>         Europe</p>  | <p>Built the European Business &amp; Operations, and global Outbound Lead Generation programme.<br/>         First man on the ground, building from scratch.<br/>         Won one of the largest Telcos in Europe and one of the largest Banks (\$1M+ contract / RFP). Won 2 industry awards.<br/>         Left to start on my own as company was unable to deliver on Sales.</p>   |
|  | <p>Webinar-based Marketing Platform</p> <ul style="list-style-type: none"> <li>» SaaS</li> <li>» Pre-IPO<br/>             (IPO'ed in 2020)</li> </ul>             | <p>2008-2015 / 7 years</p> <p><b>Managing Director,</b><br/>         EMEA<br/>         prior<br/> <b>VP Sales &amp; Marketing,</b> EMEA</p> | <p>Started by building a best-in-class Channel presence in Europe - promoted every year thereafter.<br/>         Built, led &amp; managed EMEA's Sales, Marketing, Customer Success, Production, Support &amp; Operations.<br/>         Team of 35 in 2015.<br/>         Created processes &amp; "Playbooks" for scalability.<br/>         Built up to \$10M Annual Recurring Revenue.<br/>         Closed largest subscription (\$1.3M), deemed impossible to close.<br/>         Multiple President's Club winner.</p>  |
|  | <p>Consumer electronics<br/>         (Cordless Phones, IP Tablet, etc...)</p> <ul style="list-style-type: none"> <li>» Hardware</li> </ul>                        | <p>2004-2008 / 4 years</p> <p>Key Account Manager</p>   | <p>Managed European Telcos (France Telecom/Orange, Deutsche Telekom &amp; Telekom Austria, Swisscom, BT).<br/>         Introduced strategic products (eg IP Tablet, before the iPhone era).<br/>         Built strong relationships (from 4 to 300 contacts at DT).<br/>         Over quota (e.g.. &gt;25M€/ +30% at FT/Orange).</p>  |

## 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..

**Upgrading my Home Office/Studio** / <https://notes.nicolasdeville.com/home-office/>

Archery | Skiing | Longboarding | Yoga

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

“

**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.

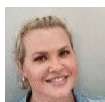
He is full of ideas, and unlike many leaders, he can create a plan and a process and see his ideas to fruition.

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.

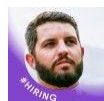
Nic understands the sales world like no one else I know.

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*



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**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 benefit 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](#)