

Nicolas Deville

Entrepreneurial Sales & Business Leader for B2B SaaS startups

Age: 44
Lives: near Munich, Germany (remote/hybrid. 20mins from int'l airport)
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Summary

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

Key Achievements

- Promoted every 1.5 years on average. Multiple President's Club winner.
- Built a \$10M ARR European business
- Led teams of up to 35, to deliver their best (see recommendations)
- Closed largest deals at every company (eg. \$1.3M ARR subscription deal "impossible to close").
- Bootstrapped own startup to 7 figures exit in 18 months, with remote team of freelancers.

Work History

Principal, VP Sales

BtoBSales.EU

2020-present, Munich

"VP Sales-as-a-Service" - B2B Sales/GTM contractor for SaaS companies. Clients incl. 6Connex, Webinar.net, Hubilo, etc..

- **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.

Co-Founder & VP Sales

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** in 2019 to AVIAA LLC.

VP Sales & Managing Director Europe

Maestrano (IPO'ed LON:MNO)

2015-2017, London

Opened London office & built team of 6, initiating the European Business & Operations from scratch.

- Started and grew a global Outbound Lead Generation program 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 & Ops). Enterprise value sell of premium solution.
- **Grew revenues** from <\$800k one-off to **\$10M ARR. Closed largest subscription** in company history (\$1.3M).

Strategic Key Account Manager, Telcos

SAGEM Communications

2004-2008, Paris

Drove strategic business at European Telcos (France Telecom/Orange, Deutsche Telekom & Telekom Austria, Swisscom, BT).

- **Built network & relationships** (from 4 to 300 contacts at DT).
- **30% over quota in last year** (25M€/ +30% at FT/Orange).

[...]

Languages

English, French and German (all native level)

Education

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

Skills

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 short & basic version of my CV.

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