

# Yohann Assoune

## Chief Marketing Officer



- ▶ +15 YEARS WITH PROVEN EXPERIENCE IN CHANNEL, SALES, MARKETING, BUSINESS DEVELOPMENT AND DISTRIBUTION
- ▶ STRONG SKILLS IN "AS A SERVICE" AND SUBSCRIPTION ECONOMY
- ▶ CREATE AND EXECUTE A PROFITABLE BUSINESS PLAN FOR SUCCESS
- ▶ PASSIONATE ABOUT INNOVATION
- ▶ ENTREPRENEUR & RESULT-DRIVEN
- ▶ ENJOY NEW CHALLENGES

SPECIALTIES: Account Management, New Business Development, Consultative Sales, Insight Selling, Solution Selling, Entrepreneurship, Team Management, SaaS/ASP Software Solutions, Infrastructure Services, Hardware solutions, Digital Services, Subscription Economy, MEDDIC / MEDDPIC, Alliance Management, Channel Management, Strategic Partnership, Marketing Strategy, Demand & Lead Generation Marketing, Inbound Marketing

SALESFORCE TRAILHEAD PROFILE:  
<https://trailhead.salesforce.com/me/yohann-assoune>

PROFESSIONAL OBJECTIVES: Looking for an exciting challenge in my predilection business area, Sharing both my skills and passion for the fast-growing of an innovative company, Personal fulfillment in an effervescent professional atmosphere

43 years old  
Driving License

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📍 France

## EXPERIENCES

### Chief Marketing Officer

Cheops Technology - Since July 2023



#### Main Activities

- ▶ Defined a go-to-market strategy aligned with the global strategy of both CHEOPS group and our sales agencies in France & Switzerland
- ▶ Developed, implemented, and institutionalized the digital strategy to create both demand & lead generation for our four business units (Cloud & Managed Services, Cybersecurity, Infrastructure, Technology Modernization) and our technology partners
- ▶ Collaborated with the sales directors to identify incremental opportunities, and assist in current sales pursuits
- ▶ Managed a marketing team based in France & Switzerland
- ▶ Improved the business processes for executing the sales & marketing strategy (Marketing Plan, Development Funds, Claiming, Training, Selling, KPI, Data quality, etc)

### Head of WW Indirect Channel

CEGID - January 2023 to June 2023



#### Main Activities

- ▶ Defined a go-to-market partner strategy aligned with the global strategy for the portfolio of our reselling partners WW
- ▶ Developed, implemented, and institutionalized the new partner strategy for Retail Business Unit
- ▶ Collaborated with field sales teams to provide partners that add value to our current and prospective customers, identify incremental opportunities and assist in current sales pursuits
- ▶ Managed a sales team of Partner Development Managers in LATAM, Europe and ASIA
- ▶ Improved the business processes for executing the partner strategy (Recruiting, Onboarding, Training, Selling, Commission Payment, Data quality, etc)

### Channel Director

Klaxoon - July 2022 to January 2023 - Lyon - France



#### Main Activities

- ▶ Defined a go-to-market partner strategy aligned with the global strategy for the portfolio of our reselling partners and strategic partners for France and the Southern EU
- ▶ Developed, implemented, and institutionalized the overall partner strategy for the field and company for France and the Southern EU in signing European Partnership with our main partners
- ▶ Collaborated with field sales teams to provide partners that add value to our current and prospective customers, identify incremental opportunities and assist in current sales pursuits.
- ▶ Managed a sales team of Partner Business Managers
- ▶ Acted as a trusted and credible partner to C-level counterparts in partner organizations

### Associate

Time For the Planet - Since 2021 - Lyon - France



#### Main Activities:

- ▶ Entrepreneurship at the service of Climate emergency
- ▶ Participated to the galaxy meeting

### Partner Business Manager

Klaxoon - January 2020 to June 2022 - Paris - France



#### Main Activities

- ▶ Drove customer value by delivering and integrating partner expertise into sales cycle activities
- ▶ Grew our footprint in our strategic customers' through strategic partners
- ▶ Led and contributed to the launch of the Klaxoon Partner program across the WW channel team
- ▶ Worked cross-functionally and collaborated with other Klaxoon teams (Sales, Finances, C-Level, CSM, Consultants, R&D)
- ▶ Recruited must-have channel partners and managed the partnership (Signature agreement, Sales enablement, pipeline management, Sales support, marketing event)

### Head of Consumption-based Business

ALSO Group - January 2017 to January 2020 - Paris - France



#### Main Activities

- ▶ Deputy of General Manager and Sales manager of a sales specialist team
- ▶ Led the business transformation towards subscription and consumption-based models
- ▶ Business development of new IT-as-a-Service in the B2B sector
- ▶ Alliance Management with Industry leaders, SaaS ISV & Start-Up companies (Microsoft, HPE, IBM, Lenovo, etc)
- ▶ Strategic Account Management with SMB & Large Enterprise both indirect and direct sales

### Founder & CEO

iVee - July 2013 to January 2017 - Paris - France



#### Main Activities

- ▶ General Management, Sales & Marketing Development
- ▶ Recognized as an Innovator by the French Tech

- ▶ Managed both indirect (Channel Partners) and direct Sales (Private & Public Sector)
- ▶ Alliance Management with Industry leaders (Microsoft, HP, IBM, Nimble Storage, Nutanix, Veeam, etc)

## Business Development Manager

TD Synnex (formerly Tech Data & ETC) - October 2010 to June 2013 - Paris - France



### Main Activities

- ▶ Sales & PreSales enablement to both partners & clients
- ▶ Channel Management in France
- ▶ Microsoft and Veeam EMEA Consultant
- ▶ QBR & Strategy Follow up included Sales, Marketing & Technical objectives

## Account Manager

IBM Ireland - May 2009 to January 2010 - Dublin - Ireland



### Main Activities

- ▶ Large Account Management for CPG, T&T, TelCo
- ▶ Managed both indirect and direct Sales

## Account Manager

IBM France - June 2008 to May 2009 - Paris - France



### Main Activities

- ▶ Large Account Management for CPG, T&T, TelCo
- ▶ Managed both indirect and direct Sales

## SKILLS

### Certifications

- ▶ Exam 70-672: Designing and Providing Microsoft Volume Licensing Solutions to Large Organizations
- ▶ Exam 70-673: Designing, Assessing, and Optimizing Software Asset Management (SAM)
- ▶ Exam 70-246: Monitoring and Operating a Private Cloud with System Center 2012
- ▶ MEDDIC / MEDDPIC - Certification of Sales Methodology
- ▶ Google Digital Garage - The Fundamentals of Digital Marketing 2019
- ▶ Hubspot Inbound Marketing Certification 2019

### Languages

- ▶ English: Fluent (Professional Working Proficiency)
- ▶ French: Native (Native or Bilingue Proficiency)



## EDUCATION

### MAPs-Alliances Management, Partnership & Coopetition

Montpellier University

September 2019 to November 2019

Please find more information on the official website: <https://www.fun-mooc.fr/courses/course-v1:umontpellier+08009+session01/about>

### Executive Education - Strategy in the Age of Digital Disruption

INSEAD

March 2017 to June 2017

Please find more information on the official website : <https://www.insead.edu>

### Master in Management

ESC Clermont Group

September 2007 to June 2010

Please find more information in the official website : <http://www.esc-clermont.fr/>

### European Bachelor in Marketing

Federation for Education in Europe

September 2006 to June 2007

Please find more information in the official website : <http://www.fede.education/en/>

### Business Program

IDRAC Nice

October 2004 to June 2007

Please find more information in the official website : <http://www.idrac-business-school.com>

## INTERESTS

### Volunteering Experience

- ▶ Tortora Brayda Institute - Think Tank Partnerships & Alliances Council
- ▶ ASAP - Association of Strategic Alliance Professionals
- ▶ PMI - Project Management Institut
- ▶ WWF - Fundraiser
- ▶ ECOSIA - Ambassador
- ▶ Les Petits Frères des Pauvres

### Reading

Novella / Books, Social & Economic sciences, NTIC / IT

### Sports

Pak Mei Kung-fu (Second Dan Black Belt), WCS - Warfare Combat System (DK Yoo), Trail Running

### Arts

MAO, Mastering & Mix, Museum, exhibit, photography, paint, dance, show, cabaret

### Travels

- ▶ Europe : Ireland, Spain, Switzerland, Italy, Netherlands, United Kingdom, Belgium, Germany, Hungary, Czech Republic
- ▶ Middle East : United Arab Emirates
- ▶ Americas : Canada, USA, Costa Rica
- ▶ Africa : Morocco
- ▶ Asia : Vietnam