



Xavier Sourceau

Chief Revenue Officer Free-lance - CRO

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

- French (Native)
- English (Fluent)
- Spanish (Basic)

About

Résumé

BRANDS WORKED WITH



Experience



● Chief Revenue Officer - Chan

Wektoo | Oct 2022 - Feb 2023

Channel sales launch



● Chief Revenue Officer (CRO)

MySquad | Apr 2021 - Now

As a Chief Revenue Officer (CRO) I team up with your Head of Sales, CMO, Head of CSM, and Chief customer experience to execute the current corporate strategic plan, focusing on expansion to new customer segments and partnerships, while ultimately strengthening operations. we will create future strategic plans with the goal of boosting revenue streams. Objectives : Partner with other members of the executive team to execute the current corporate strategic plan, and develop future plans Ensure performance, strategy, and alignment of the organization's revenue generating departments Manage a global sales team that can drive business growth across all customer segments and profiles, and share accountability with the marketing function for improving the individual customer experience and strategy Help maximize reach and efficiency by adding new, scalable partners in a strategic way Build and foster creative teams committed to continuing our culture of innovation Monitor the revenue pipeline and leads, adjusting as necessary to create sustainable growth Daily and Monthly Responsibilities Monitor the marketplace and analyze opportunities, providing competitive analysis, strategies, and tactics Stay well-connected with customers to ensure broad market needs are being incorporated into the product development and enhancement cycle Collaborate with finance, product management, and marketing on messaging, pricing strategies, and business models to achieve revenue goals Identify and resolve issues across the marketing/sales and account management functions Participate in contract negotiations MySquad [RevOps & Growth Consulting] - We're hiring !



● Investor

Brightweb | Jul 2021 - Now

● Spécialiste E-commerce

- B2B / B2C COMMERCE
- Développement B2B national & Grands Comptes (Casino SA, Ebay, Amazon)
- Stratégie Marketplace & E-commerce
- Création réseau de concept store
- Recherche de fournisseurs en cohésion avec le concept et les valeurs de la marque
- Gestion de la relation fournisseurs
- Gestion de la relation clients
- CRM MARKETING / DIGITAL
- Création de la plateforme E-commerce et son back office
- Web Marketing & Social Marketing.
- Création et développement du concept de la marque
- Mise en place d'une identité graphique

- Élaboration des stratégies de communication
- Réalisation des supports de communication
- Veille concurrentielle GESTION
- Gestion administrative
- Gestion financière
- Gestion process shipping



● Chief Revenue Officer (CRO)

Youmeal | Oct 2021 - Oct 2022

Product market fit owner
Account based marketing

+30% in revenue.



● Revenue Consultant

Neoness | Oct 2021 - Jan 2022

Mission de conseils en social selling , mlm , vente directe.

● Chief Revenue Officer (CRO) - Sales ops

Stan App | Jul 2021 - Jan 2022



● Chief Revenue Officer (CRO)

Husprey | Jun 2021 - Oct 2021

-From outsider to Winning the election
-The candidate became the youngest mayor of a town of 15k citizens.



● Head of Sales France

Offerista Group | Apr 2019 - Nov 2019

Offerista help retail company to achieve their Drive to Store goals. At the Offerista Group, we are dedicated to help brick-and-mortar stores flourish in the digital age. We publish your digital brochures and offers and use location-based services to target users and get them into your stores. With Offerista, you can reach your target groups, expand your customer base and see noticeably more sales at your store.

-Sales strategies + inbound & outbound marketing

-Implementing Hubspot CRM

•New Business Dev

•Start a partners channel

•Award : « Les Cas d'Or Mobile Marketing » Prix Spécial Mobile Search :



● Sales Manager International

Kompass | Mar 2018 - Apr 2019

Sales Manager International into Bypass business unit. ByPath is a Sales Intelligence solution. Designed by sales guys for sales guys, ByPath leverages Big Data and Social Networks in order to deliver relevant business information at each step of your sales cycle : lead generation, prospecting, closing. Using ByPath, sales people save time on business researches, find best introduction paths and influence business decision makers. You will be able to contact the right person, at the right moment with an effective speech based on their latest news. + Founded in 2013 / 2 years R&D / Sales Operations started in Sept 2015 + Member of "HP Promo Start-up 2015" + Member of "Réseau Entreprendre 92" + 20 happy talents / +250 customers + €1.5 Million raised & Join Kompass Incubator + Joining Kompass International Group as an entity + Opening 15 countries.



● Ingénieur Commercial Grands Comptes

Wanao | Apr 2017 - Mar 2018

avril 2017 - mars 2018 (1 an) Région de Boulogne-Billancourt, France
Vente de solution SAAS et Application Web spécialisé dans la détection d'opportunités sur les marchés publics, et la réponses dématérialisés aux appels d'offres. Détection, développement et gestion d'un portefeuille grands comptes France (CAC40, Grands groupes, ETI) :

-Prospection, détection et qualification de projets IT

-Social Selling

-Commercialisation des offres de services

-Traitement et gestion des opportunités :
-Analyse des besoins
-Élaboration de propositions
-Négociation
-Suivi des projets
-Gestion et reporting KPI commerciaux CRM Dynamics & Salesforce
-Mise en place de partenariats nationaux Key Achievements: . Partenariat avec le réseau de Chambres de Commerces et d'Industries de France (CCI) . Détection, prospection à froid & création d'opportunités de grands comptes (Capgemini, Total Energies et services, ATOS Wordline, Bouygues Energie, AC Environnement, Prismaflex).

● **Co-founder - CEO**

B&x Distribution | May 2010 - Aug 2016

● **Assistant de Production**

C Ton Film Production | Jan 2009 - Jan 2009

mars 2009 - mars 2009 (1 mois) Assistant sur la production américaine : "Live From Lincoln Center; We are the Jazz at Lincoln Center Orchestra" Au Lincoln Center , New York (États-Unis) Evenement annuel pour un live en prime time sur les chaines publiques américaines. Gestion de l'équipe. Mise en place du camion Régi. Surveillance du bon déroulement général C TON FILM PRODUCTION Assistant Régie, Assistant Production 2009 - 2009 (moins d'un an) Région de Paris , France Pilote Série courte, C TON FILM Production



● **Chief Revenue Officer Consultant**

Decathlon | Nov 2022 - Dec 2023

Market Analysis
Product market fit
Aligning CX with revenue
Revenue strategies around innovations.



● **Chief Revenue Officer Consultant**

Alchimie | Jun 2022 - Oct 2022

Market Analysis
Product market fit



● **Investor & Chief Revenue Officer Consultant**

Kamea Labs. | Dec 2022 - Now

Market Analysis
Product market fit
WEB3



● **Chief Revenue Officer Consultant**

Veolia | Jul 2023 - Now

Market Analysis
Product market fit
Digital Value
Go To Market

Education & Training

2020 - 2020

● **HEC PARIS**

Certification, Devenir entrepreneur du changement

2017 - 2018

● **RYLA**

Certification, Soft Skill communication

2008 - 2010

● **Cifacom**

Degree, Project management

- 2007 - 2007 ● **Process Communication**
Certification, Communication & management skills
- 2004 - 2007 ● **Notre Dame des Oiseaux**
Degree, Sales & marketing