

Hervé Camus-Haessler

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Open to relocate, globally (16 Ticherie • 78810 Feucherolles • Paris area • France)

SENIOR-LEVEL MANAGEMENT: P&L • Sales & Marketing Operations • International

Results-oriented and innovative senior executive with 20 years of experience in international P&L management, direct and indirect sales, marketing and business development, increasing revenue and cutting costs by developing best practices and designing more efficient strategies, teams and systems.

Excel as an entrepreneur or intrapreneur in both growth and established, international environments. Stand out from peers in optimising relationships with the partner ecosystem and facilitating effective communication that enhances capabilities. Specialise in leading cross-functional teams to meet and exceed corporate and shareholder expectations. Advisory Board Member.

Areas of expertise: Startup New Ventures • Market Penetration • Direct Sales, Indirect Sales and Hybrid Models • Profitable and Sustainable Revenue Growth • Integrated Marketing Campaigns • International Multifunctional Team Leadership • Strategic Planning • Best Practices • Operational Streamlining • Portfolio Diversification • Partnerships • Effective Communication • Problem Resolution • Complex Project Management • Cost Control • Customer Service • Continuous Improvement • Business Transformation.

Experience in Corporate Development / M&A: Market Analysis, Build-Buy-Partner Assessment, Partnerships, Due Diligence, Investments, Acquisitions, Merger, Integration, Turnaround, Transformation, Divestments.

EMPLOYMENT SUMMARY

Consulting, Services & Solutions

- 2009/09-2011/11: SAP • Senior Director, Collaborative Sales, Channel Development, Alliances – EMEA
- 2005/06-2009/09: GETRONICS • Corporate Director, Strategic Business Unit – Worldwide
- 2002/11-2005/06: STRATUS / UA • Director, Sales, Marketing & Partnerships – EMEA

Software

- 1999/07-2002/10: MICROSOFT • Manager, Strategic Enterprise Alliance Sales
- 1997/09-1999/06: MICROSOFT • Group Marketing Manager, Value-Added Channels
- 1996/08-1997/09: MICROSOFT • Manager, Multinational OEM Sales – Europe

Technology

- 1994/05-1996/07: BULL • Manager, OEM and Indirect Sales – Asia / Pacific
 - 1993/02-1994/05: BULL • Sales & Marketing Program Manager – Worldwide
 - 1990/09-1991/11: NCR - TERADATA (AT&T GIS) • Sales Manager
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EDUCATION / PROFESSIONAL DEVELOPMENT

- Master of Science in Marketing • EDC Graduate School of Management • Paris, France
 - Bachelor of Arts in Business Administration • University of Bourgogne • Dijon, France
 - Extensive list of professional development courses available on request, including:
 - Certificate in Marketing of Services • HEC School of Management • Paris, France
 - Fluent in French and English • Basic Understanding of German • Notions of Japanese
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REFERENCES: Available upon request. Sample: www.linkedin.com/in/hervecamus

PROFESSIONAL EXPERIENCE

SAP • Paris, France • 2009/09-2011/11

World leader in collaborative business software. Annual revenue of €12.4 billion.

Senior Director, Collaborative Sales, Channel Development, Alliances – EMEA: Lead 14 clusters across the region to refocus on fast growth markets, realign and re-energize resources to leverage the ecosystem as a force multiplier to restore growth and expand margin with innovative offerings.

- Led a multifunctional team initiative aiming at fighting a 29% decrease in revenue. Built a winning plan including an accelerated transition to indirect sales with a focus on top partners in strategic markets.
- Achieved 125% growth to €64m (€28m in 2009 crisis, €38m in 2008). Gross margin: +1.6 to 70.5%.
- Launched transformational initiatives, enabling the targeted ecosystem to grow 9% to €828m.

GETRONICS / KPN • Paris, France & Amsterdam, Netherlands • 2005/06-2009/09

ICT firm specialising in consulting, infrastructure and outsourcing solutions. Annual revenue of \$3.1 billion.

Corporate Director - Global Strategic Business Unit: Lead an international team encompassing 340 people and generating 13% of company's revenue, focusing on strategic clients, alliances & channels, worldwide. Develop and market highly effective workspace management solutions. Ensure revenue growth by directing company resources to a services-based platform, as opposed to primarily product-based. Ensure corporate viability by penetrating new markets. Maintain and develop executive relationships with strategic partners and customers such as Cisco, Axa, etc.

- Accomplished a 30% jump in revenue for advanced technologies and services by making better use of key partners to secure new customers.
- Cut costs by millions by spending only on marketing campaigns with definite ROI; instituting best practices for pre-sales, sales cycles and bid-review procedures; and eliminating the riskiest investments.
- Created more efficient and productive team, designing new systems and models, implementing best practices and restructuring business reviews.
- Resolved problems with the corporate reporting systems, developing a more accurate tool.
- Recognised for top-quality work with several awards linked to Managed Services innovation.
- Drove 12% growth to \$398 million by diversifying offerings, training and re-structuring staff, adding to service capabilities, and launching into new markets.

STRATUS • Paris, France • 2004/03-2005/06

A \$250 million provider of business continuity and security solutions and services with 900 employees.

Director, Solutions & Professional Services Business – Europe, Middle East & Africa: Led international team of 50 sales and service specialists to embrace strategic shift. Oversaw company turnaround by diversifying offerings and adding services to core product line. Trained teams on new services and overall performance.

- Raised overall efficiency by developing best practices for marketing and sales tools, and opportunity detection and project qualification, all of which were adopted company-wide.
- Saved more than \$2 million annually by cross-training direct and indirect sales team on products, services and solutions, reducing need for additional personnel during expansion.
- Exceeded projected growth plan, generating \$23 million in revenue and a 51% jump in consulting sales.

UNIACCESS-AIS • Paris, France • 2002/11-2003/02

Software services, consulting and training start-up.

Director, Sales, Marketing & Partnerships – Europe: Directed all operations for developing sales and marketing partnerships and initiatives. Prepared openings of offices throughout Europe. Augmented capabilities with addition of a marketing function and a best-in-class service offering. Determined most profitable portfolio strategies. Drove sales by redirecting focus to more active prospecting for new customers.

- Streamlined sales procedures by developing a commercial mapping and prospection system.
- Personally acquired 2 new major accounts in first year, despite difficult market.
- Produced 12%, \$2.5 million, growth by redesigning sales approach and utilising high-profile partners, such as Microsoft, to attain services at no cost.

MICROSOFT • Paris, France • 1996/07-2002/10

International leader in software, hardware and related services and solutions. Revenue of \$28 billion.

Manager, Strategic Enterprise Alliance Sales (1999-2002): Led 15 people to develop the large account business by partnering with key consulting, service delivery and technology firms through initiatives such as a joint business and technical value proposition and a field-engagement assistance plan to enhance performance and extend contracts. Collaborated with other teams and partners to develop the ideal go-to-market strategies for new products and services.

- Initiated expansion into field of mission-critical systems.
- As a result of superior performance and demonstrated thought leadership, chosen to work directly with company executives to develop a high-profile pan-European alliance.
- Expertly handled channel conflicts to generate \$36 million in revenue, including multimillion-dollar service contracts.

Group Marketing Manager, Value-Added Channels Strategy & Development (1997/09-1999/06): Supervised 12 staff members and a 20-strong independent telesales team. Increased revenue in the SMB and mid-market areas by developing a new value-add channel. Selected and recruited optimal system vendors, software developers and service providers.

- Established key partnerships through best-practice recruiting that reduced competitors' capabilities.
- Enhanced staff and channel performance by implementing a Sales Specialist certification.
- Achieved revenue of \$12 million in highly competitive market, minimising headcount and budget increases while maximising lead-generation, management functionality and go-to-market initiatives.

Manager, Multinational OEM Sales – Europe (1996/08-1997/09): Led strategic development of new OEM businesses throughout EMEA. Oversaw relationships with international partners.

- Improved efficiency by facilitating more effective inter-departmental and cross-affiliate communication.
- Expanded viable markets with a new SMB business stream negotiated with HP headquarters.
- Significantly boosted sales by \$3.6 million with successful OEM initiatives that allowed for low cost of sales and 96% gross margin.

BULL • Manager, OEM and Indirect Sales – Asia / Pacific • Paris, France / Tokyo, Japan • 1994/05-1996/07: Successfully started businesses in OEM and indirect sales for APAC. Worked with local managers to overcome resistance to change and to successfully implement indirect sales and OEM initiatives. Recruited and trained new talent. Developed an Asia Competence Centre to facilitate support of marketing, sales and delivery.

- Beat out major competitors to form two complex strategic partnerships.
- Drove initial 2-year sales to \$27 million and doubled gross margin via indirect sales.

Sales and Marketing Program Manager – Worldwide • Paris, France • 1993/02-1994/05

Charged with launching a program to better address and bid large international projects as well as enhance follow-up with major accounts. Consistently analyzed win/loss ratio. Created processes and tools. Trained teams. Initiated marketing programs and monitored worldwide implementation by local personnel.

- Launched a "won/lost" business analysis program to identify weaknesses and leverage best practices.
- Increased win rate for large bids from 38% to 51%, generating \$104 million.

CANEI / PRG • Product & Channel Marketing Manager – Worldwide • Geneva, Switzerland • 1991/11-1993/01: Directed product and channel marketing for 22 countries, ensuring channel consistency and driving sales across additional channels. Held full budgetary authority and established key partnerships. Developed an executive dashboard and implemented more effective internal systems.

- Supported the design and launch of new product lines dedicated to the unique needs of the Japanese and U.S. markets.
- Recruited new distributors and established new channels, increasing sales by 14% to \$24 million.

NCR - TERADATA (AT&T GIS) • Sales Manager • Paris, France • 1990/09-1991/11

GRAY CONSULTING • International Marketing • Philadelphia, USA • 1989