



**AMAURY MARTIN**  
Sales director SAP Customer Experience  
EMEA

39 years old - Driving License  
- Barcelona Spain

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amaurymartin1



MBA with Major in Marketing & International Management (ISEG Paris + HEC)

- +42 countries visited for both private & business purposes (international mobility)
- +15 years experience in sales, scaling business, driving growth in fast pace environment (SaaS)
- +8 years experience in public speaking (1to1 Monaco, Salesforce WorldTour, Frenchweb, Press...)
- +3 fluently read & spoken FR, UK, ES - management and reporting abilities in all three

Currently based in Barcelona, Spain

Domain expertise: AI ; SaaS ; Digital Marketing ; Customer Journey On & Offline ; CX ; CRM ; DMP  
Skills: Scaling business, Driving growth, Managing KPIs, Reporting, Team building, Coaching  
Preferred area: Enterprise, Mid-Market, eCommerce, Retail, Mobile first, Travel

Owner of Business Consulting firm: Coach.m\_

**SKILLS**

**At work**

- Empathy & Pedagogy ★★★★★
- Multi-cultural management ★★★★★
- Closing deals ★★★★★
- Business Strategy ★★★★☆
- CxO engagement ★★★★☆
- Increasing market shares ★★★★☆
- Level 1 management ★★★★★
- Level 2 management ★★★★☆
- Team Building ★★★★★
- Leadership Development ★★★★☆
- Event Management ★★★★★

**EXPERIENCES**

**Solution Sales Leader SAP Customer Experience EMEA**



SAP - July 2019 to December 2025

- Solution Sales Leader SAP Customer Experience EMEA
  - ++ Support of 20+ Sales Representatives dedicated to selling SAP CX Solutions (CRM, eCommerce, Multichannel Customer Engagement, Data, AI)
  - ++ Participation in negotiations and creation of tailored offers
  - ++ Organization of customer and partner events to promote the SAP CX offering
  - ++ Co-creation and participation in SAP CX Roundtables 2024 (series of 8 Partner webinars)
  - >> synchronization of speakers, briefing, analytical follow-up of results, and transfer to sales teams / 200+ participants / 500K+ € in opportunities created

**INTERESTS**

**Travel**

Travel passionate - +42 countries visited for personal or professional reasons.

**Sports**

Regular practice: 15x years Rugby (national level) and now Coach of Sub10 team.  
Biking and Running

**Music**

Amateur but not passionate. - Pop, Electro, Latin Music & Opéra - preferred: QUEEN

**EDUCATION**

**Executive Education**

HEC  
2015 to 2016

Be a Coach to your colleagues  
Improve your Manager-coach skills

**MBA in International management & marketing**

ISEG PARIS & ISM NEW-YORK  
September 2007 to September 2008

100% in English - obtained while working at XEROX - additional TOIEC certification at the same time: score = 925 pts / 990

- Solution Sales Manager EMEA North (interim)
  - ++ Management of a team of 9 experts in SAP Solutions (Concur, CX, HXM, BTP)
  - ++ Implementation and supervision of commercial actions that support the teams in their success
  - ++ EMEA North territory (France, UKI, BeLux, Netherlands, Nordic region) and MidMarket
  - ++ Co-creation and participation in SAP CX Forum 2023 (Amsterdam, London, Paris, Stockholm)
  - >> synchronization of a team of 12+ people across 5 countries / 650+ participants / 6M+ € in opportunities created and 1M+ € influenced and signed
- Sales Director SAP Customer Experience EMEA North
  - ++ Cross-functional management of Sales Executives across EMEA North to promote the SAP CX offering (Commerce Cloud, Service Cloud, Sales Cloud, Emarsys Multichannel Engagement, Customer Data Cloud) within the SAP portfolio
  - ++ Coaching and mentoring on MidMarket deals >100K€ ACV
  - ++ Co-definition and implementation of the Go-To-Market strategy
  - ++ Co-creation and participation in SAP CX Forum 2021 & 2022 (event online + Paris & Amsterdam)
  - ++ Co-creation and participation in SAP MidMarket Summit 2021 & 2022
  - >> 50M+ € in influenced opportunities and 3,000+ registered companies
  - ++ Interviews with CxOs of major clients in Europe such as Oxbow, Gassan Diamonds, or HSS Hire & prestigious guests like Sir Jonny Wilkinson (rugby hall of fame)
- Sales Director France SAP Concur
  - ++ In charge of companies delivering between 300 M€ turnover and 1,3 B€
  - ++ Recruiting, training, management of a team of 7x sales executive
  - ++ Adapting managerial style & processes to Covid19 lockdown and then unlock
  - ++ Pipe management, Sales coaching, reporting to SAP France Board
  - ++ Review & optimization of CRM hygiene, then scaled to the entire EMEA
  - ++ Empowerment of employees in delivering internal & external initiatives in Sales & Marketing
  - ++ Result 2020 = 30% target achievement (huge Covid19 impact on travel & expense)

## Managing Director France



EMARSYS - November 2016 to June 2019 - Full-time

- LEVALLOIS-PERRET - France

- Managing Director France
  - ++ Weekly and monthly reporting on results, pipe and leadgen.
  - ++ Organization and activation of the external revitalization plan for France
  - ++ Participation in local strategy : event organization, client success stories & user club...
  - ++ Demonstrated: autonomy, digit analysis, strategic thinking, proactivity and flexibility, active listening and good multilingual communication skills
  - ++ FY 2018 - 18 employees - 15% YoY revenue growth - new User Club FR et internal organization
  - ++ FY 2017 - 16 employees - 42% YoY revenue growth - new Office Sales & Marketing culture
  - ++ 2017/18 -> +45 clients / +25% ACV/ARR /+45% set-up / +15% contract length / +70% Annual billing / +80% client success stories

## Bac +4

ISEG PARIS

September 2003 to July 2007

Major: International Marketing & Management

## Diploma en Direccion Empresarial

ICADE PONTIFICIA COMILLAS, MADRID

May 2006 to August 2006

Negociacion, recursos humanos, estrategia

## BAC ES

LYCÉE EMILIE DE RODAT - TOULOUSE, FRANCE

September 1997 to June 2003

European cursus with international exchanges in families/schools (Spain/UK)

- VP Sales and Customer Success France

- ++ Manage the New Business Sales team and Customer Success team
- ++ Reset of commercial and service culture, new business model and cash collection methodology
- ++ Creation French User Club, customer stories, press articles to valorize People & technology
- ++ Building efficient Partner/referral environment & participation to Main eCommerce Event in EMEA
- ++ FY 2017 - New Business growth +42% (+25% more NB client YoY) - Client retention 108%

## Sales Director South EMEA

**SALESFORCE - February 2013 to November 2016 - Full-time**  
**- PARIS - France**



- Sales Director EMEA South (FR/ES/IT)

- ++ Appliance of Salesforce Management methodology (plan, method, measure)
- ++ Management of a Team of 6x Account Executives (3x France, 1x Spain, 2x Italy)
- ++ Participation to Partner/Reseller training and certification
- ++ Proven ability to work under pressure, collaborate internally/partner, good pipe accuracy
- ++ HEC Management School certified "Executive education to Coaching & Management"
- ++ FY 2015 = +128% Quota achievement - +3M\$ booking NewBiz / +1M\$ renewal - 90% of my team members on Target

- Senior Account Executive

- ++ My clients are mainly on French and South EMEA markets
- ++ +34 deals signed in 24 months, 74% win rate
- ++ +4 international deals (USA, Spain, Italy)
- ++ FY 2013 = +116% Quota achievement - average deal €29 K/year
- ++ FY 2014 = +127% Quota achievement - average deal €81 K/year
- ++ In charge of Inside Sales training and new Sales Account Executives
- ++ Interlocutors C & D Levels
- ++ 2x Award Top Sales executive EMEA (Q1 & Q3)

## Sales Manager



**SMARTFOCUS - September 2010 to January 2013 - Full-time**  
**- Paris - France**

ex-Emailvision (Leading SaaS provider) – Turnover 2011: 100M€

- ++ My customers and prospects: E-Merchants and Retailers
- ++ Developed new customer portfolio (cold calling and trade shows)
- ++ Demonstrated ROI for Email & Social network channels to potential customers
- ++ Promoted the Enterprise offer (datamining, email, social networks)
- ++ Mastered the whole sales cycle (prospection, negotiation, closing)
- ++ Integrated, taught and manage new recruits according to Emailvision's policies
- ++ 2011 results = target reached at 120%, i.e. turnover of 1360 K€
- ++ 2012 results = target reached at 85% - average € value of my deals doubled
- ++ Ranked 7th out of 30 in France, and 11th out of 142 in the world, after only one year of activity
- ++ Won several challenges for meeting booking and won the "WinnersClub" trip challenge

## Sales Manager Large Accounts



**XEROX (FR headquarter) - August 2008 to September 2010 - Full-time - Paris - France**

Xerox France (printing solutions) – Turnover France 2010: 1.7 Billion €

- ++ In charge of Large Accounts such as ACCOR, LVMH, FIAT, PITNEY BOWES
- ++ Assigned National commercial referent for the latest Xerox product « ColorQube Solid Ink »  
( designated Champion – trained on the product 2 months before the worldwide launch )
- ++ Participated in applications and re-negotiations of executive contracts – in contact with the Headquarters  
( catalogue extension – sales promotion operations )
- ++ Developed customer portfolio in the South-East of France.  
( renewal of equipments and contracts – building customer loyalty )
- ++ Participated to negotiations at the following levels : Operational, Directors' and C-Level
- ++ Rewarded for reactivity, professionalism et creativity
- ++ Succeeded in selling products and services according to customers' needs  
( turnover of 850K€, i.e. 70% of my target – In average, 3 deals out of 5 successful )

## Junior Marketing coordinator



**XEROX (FR Headquarter) - June 2007 to July 2008 - Full-time - Paris - France**

Xerox France (printing solutions) – Turnover France 2010: 1.7 Billion €

- ++ Created, follow-up and animation of national sales Challenges  
(average budget: 40K€/challenges)
- ++ Analyzed market shares and sales figures - Implemented a new market segmentation process
- ++ Validated marketing tools sent by Xerox Europe for the French market  
(Graduated the Lean6Sigma Yellow Belt level)

## Junior Store manager



**THE BODY SHOP - November 2006 to June 2007 - Full-time - Paris - France**

The Body Shop (L'Oreal cosmetic subsidiary) – Turnover Store 2006: 8M€

- ++ Improved Customer Relationship Management & merchandising  
(N°1 EMEA store in terms of turnover)
- ++ Managed and trained a multicultural team (4 different nationalities), Meeting sales targets  
(7 times in the National Weekly Classification of best The Body Shop salespeople)