



Executive MBA student – Talent ready for a new challenge

Top performer, Self-driven professional **focus on results**, with an entrepreneurial mindset and a strong technical background, customer and team focus, aiming to develop organizations and peoples. Trilingual English, German and French.

- 20 years of Sales experience, within 10 years in the SaaS Software industry, B2B.
- 6 cumulatives years of management
- 5 cumulatives years of international experience
- Proven ability to start and run a business

ARNAUD SRAKA Sales Director - Country Manager

CONTACT

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Paris, (Le Vésinet),
France

French - native
English - fluent
German - fluent

French citizen
married with 3 childs
42 years

EDUCATION

ESSEC MBA
Business School
Executive MBA
Finish in September 2023

→ Elected
Class Representative by
the cohort

CYU University
License : bilingual english
technical sales rep with 4
months in germany
2003 mention

University of Technology
Mechanical engineering :
bilingual english technical
sales rep with 4 months in
germany
2001 – 2002 : Mention

Lycée Evariste Galois
French Baccalauréat,
Scientific, 2000

SKILLS

- **TOP PERFORMER** : With last Quarter at 230 % of sales target achievement
- **SOFT-SKILLS**: Strong communication skills, fast learner, team worker, negotiation, problem-solving, relationship building, hard-worker, easy access to C-Levels & D-Level.
- **BUSINESS DEVELOPMENT**: Coordination, 360° orchestration, Wide business compréhension
- **MANAGING**: Managing a team, setting up the objectives, measuring the KPI's, precise forecasts
- **STRATEGY**: Creation of a new price model in SaaS to improve our revenues.
- **ANALYSIS**: Market research, business analysis, focus on competition.

EXPERIENCES

F24

Senior Sales Manager

Paris, France

Since 2022

F24 is a software editor company, specialized in crisis management and mass alerting. SaaS Solutions.

- **Internal growth**, acquisition of new customers, achieving the quartely quotas up to 230 % overachievement, **Key Account Management**, Totalenergies, Safran, Air Liquide, Allianz
- **Management of a team** of lead generation, setup target, weekly followup
- **Marketing strategy**, active collaboration in the process. Representation in all events, fairs, webinars.

Sales Manager

From May 2019

- Management of key accounts with proven results of 130% yearly achievement.
- **Technical setup** of each customer from the sales to the go live. 2-4 months projects.

Business Creation – MAISON BOURGEOISE

Yvelines (78), France

Founder, CEO

2015 - 2019

Creation of the company Maison Bourgeoise in 2015, specialized in the high quality building renovation and House construction. Up to 7 employees. Turnover 500 K€.

- **Company creation, Business development, 3 years at 2-digits growth**
- **Management of a team of 7 employees with different backgrounds.**
- **360° Coordination & realisation of an important number of projects. Customer satisfaction.**
- **Marketing direction, networking events**

WINSHUTTLE

Regional Account Manager

Paris, France

2014 - 2015

Winshuttle is an american Software edition company, managing the mass integration of Data in SAP.

- **Sales Development** of a given portfolio of SAP Customers.
- **Target achievements**, after the first quarter.
- **Key Account Management**, account Mapping, active prospection, closing upsell & new customers



Executive MBA student ready for a new challenge

Self-driven professional focus on results, with an entrepreneurial mindset and a strong technical background, customer and team focus, aiming to develop organization and people. Fluent English, German, native French.

- 15 years of Sales experience, within 8 in the Software industry in SaaS
- 6 cumulatives years of management
- 5 cumulatives years of international experience
- Proven ability to start and run a business

ARNAUD SRAKA Sales Director - Country Manager

IT SKILLS

- Pack Office
- Salesforce
- SAP
- Sage
- SaaS

Data analytics:

- Tableau

Coding :

- Colab
- Kaggle

No Code tools :

- Bubble
- Invision

Artificial Intelligence IA :

- Dataluku

INTERESTS

EMBA:

- Elected Class Rep'

Sport:

- Biking
- Swimming
- Wakeboard
- Snowboard

Music :

- Violin

EXPERIENCES

TRANSPOREON

Regional Account Manager

St Germain en Laye, Yveline (78), France

2010 - 2013

German Software edition company in SaaS, Leader in Transport Management Systems (TMS). Optimize the logistic process between loaders & Retail customers.

- **Sales Development**, mainly hunting as Transporeon was starting the activity in France. Closing of Strategical accounts : Saint Gobain, Lafarge.
- **European Roll out** of Saint Gobain as Global Account Manager.
- **Sales Strategy**, Active participation to the sales strategy on the french market.
- **Marketing**, Events, networks, Fairs, LinkedIn.

SOFITEC

Export Key Account Manager

BUC, Yveline (78), France

2009 - 2010

Sofitec is a french company, Original Equipment Manufacturer (OEM), Rank 1.

- **Export Sales Development**, Responsible of all the non french car manufacturers: BMW, Volvo, Porsche.
- **Account Management 100% in English and in German.**

One year World trip

Personnal project

World

2007 - 2008

One year world trip over the south american continent, Hitchhiking in full autonomy.

- **Perseverance / Multicultural environnement**, worldwide connexion, network
- **Learn Spanish and brazilian basics.**
- **Communication**, via a blog created and maintained for the friends and the family

NSK

Business Engineer

Guyancourt, Yvelines (78), France

2005 - 2007

NSK is a japanese company, in the automotive industry, OEM, rank 1 & 2.

- **Sales negotiations** with purchaser like Valeo
- **Precise forecasts - Follow up and reporting** if deviation.
- **Key Account Manager** Valeo, GKN, Sanden

PROTEM

Business Engineer in Germany as VIE

Karlsruhe, Germany

2003 - 2005

Protem is a french company manufacturing machine tool for the nuclear industry and Small and Medium industries.

- **International Volunteer based in Germany**
- **Sales presentation and demonstrations in German language**
- **80% of on field travel in germany and eastern Europe.**
- **Autonomous sales Animation** of the german market