MICHAEL FABIAN

SALES DIRECTOR | B2B SAAS & TECH | GTM & REVENUE GROWTH | TEAM SCALING | FRANCE & EUROPE



michaelfabian.pro@gmail.com
+33 648 801 598
Barcelona, Spain

SKILLS

TOOLS

- Salesforce
- Altify
- HubSpot
- Gong
- Leexi

CORE EXPERTISE

- Sales Leadership & Team Scaling
- GTM & Market Entry
- Revenue Growth
- B2B SaaS
- Enterprise Sales
- Strategic Account Management
- Sales Coaching
- Forecasting & Pipeline Management
- Cross-functional Leadership
- European Markets

LANGUAGES

French
Native

English
Fluent

German
Bilingual

Spanish
Elementary

EXPERIENCE

SENSORFACT, IS NOW ABB

• Since Mar 2025

BARCELONA, SPAIN

Regional Sales Director - OEE | France

Built Sensorfact's OEE business in France from the ground up, owning the commercial go-to-market, sales execution and team development for a new industrial performance offering.

- **0 → ~15 SDRs & AEs** built and scaled into the French commercial organization
- **~30 industrial pilots signed** across multiple manufacturing verticals, establishing the 1st OEE customer base within the company
- **95% of FY25 target achieved**, followed by **113% in H1 2026**
- **Complex enterprise sales cycles led** across ERP/API integration, security, legal, procurement and technical validation

AUTODESK

• 2023 - 2024

BARCELONA, SPAIN

Sales Manager - AEC | Benelux, DACH, CHS, and Poland
Dec 2023 - Sept 2024 · 10 mos

Led a team of senior Account Executives across multiple European markets, owning sales execution, forecasting, strategic account development and team coaching within Autodesk's AEC business.

- **+50% average deal size** in the following quarter after refocusing the team on higher-value opportunities
- **6 Account Executives / €18M annual team quota** managed across multiple European markets
- **75 strategic accounts** supported through a structured account-based prioritization approach
- **Value-based and C-level selling capabilities developed** through account planning, ROI-led discovery and executive engagement coaching

Sales Manager - AEC | France & Nordics
Mar 2023 - Nov 2023 · 9 mos

Led Account Executives across France and the Nordics within Autodesk's AEC business, taking ownership of a new team and industry with limited ramp-up time.

- **Up to €1M opportunities** managed across complex sales cycles involving customers, resellers, technical experts and Customer Success
- **2 new hires onboarded and developed** during significant team transitions
- **30-60-90 leadership approach applied** to rapidly understand new markets, team dynamics and operational requirements

EDUCATION

- **From 2015 to 2016 - WINE & SPIRIT CAMPUS, BORDEAUX**
  WSET® Level 3 Award in Wines
- **From 2010 to 2012 - KEDGE BUSINESS SCHOOL, BORDEAUX**
  MSc International Business
- **From 2007 to 2010 - UNIVERSITÉ DE BORDEAUX**
  Bachelor's degree, Business and Marketing Techniques

CERTIFICATIONS

Apr 2024 - SELLING TO C LEVEL
Solutions by Interact

Jul 2023 - THE 4 DISCIPLINES OF EXECUTION
FranklinCovey

Jul 2019 - VALUESELLING FRAMEWORK®
ValueSelling Associates

INTERESTS

TREKKING · FOOTBALL · TRAVEL · CHESS

THEFORK, A TRIPADVISOR COMPANY

• 2018 - 2022

BARCELONA, SPAIN

Sales Manager | France & Italy
Sep 2020 - Dec 2022 · 2 yrs 4 mos

Led the Inside Sales organization across France and Italy, responsible for new restaurant acquisition, people development and commercial execution across both markets.

- **127% of FY21 target delivered** while unifying 3 teams during the pandemic
- **11 Sales Representatives + 1 Team Leader** managed across France & Italy
- **9 Sales Representatives hired and developed** across both organizations
- **Salesforce processes improved** in partnership with SalesOps

Sales Manager | France
Sep 2019 - Aug 2020 · 1 yr

Led the Inside Sales team responsible for new restaurant acquisition across Southern France, owning team performance, recruitment, coaching and sales execution.

- **117% team performance reached** within 6 months
- **8 Sales Representatives directly managed**
- **10 Sales Representatives recruited and onboarded** across France
- **Forecasting and coaching routines built** around pipeline, conversion and individual performance

Inside Sales Representative | France
Sep 2018 - Aug 2019 · 1 yr

Drove outbound acquisition of restaurant partners across the French market, managing the sales cycle from prospecting to closing.

- **#1 performer in France for 11 consecutive months**, consistently exceeding targets by ~35%
- **3 new territories opened** through targeted outbound acquisition

---

SYRAH MEDIAS

• 2013 - 2017

BORDEAUX, FRANCE

Sales & Marketing Manager | AMER & EMEA
Feb 2016 - Jun 2017 · 1 yr 5 mos

Led international business development, partnerships and marketing activities across EMEA and the Americas, with responsibility for regional commercial activities and strategic wine-industry projects.

- **Led PR & business development for Andreas Larsson**, World's Best Sommelier 2007
- Directed **wine selection for the Cité du Vin** wine cellar

Sales Executive | AMER & EMEA
Jan 2014 - Jun 2016 · 2 yrs 1 mo

Expanded partnerships across new markets including **Europe, South Africa and the USA** combining commercial partnerships, wine-industry events and digital services.

Sales Executive | DACH
Feb 2013 - Dec 2013 · 11 mos

Developed German-speaking markets by selling paid participation in blind-tasting programs led by Andreas Larsson, World's Best Sommelier 2007.

- **+450 wineries prospected and converted**
- **Partnerships established with multiple wine associations** to promote the program to their members and support tasting organization

---