



Michaël FABIAN
 Sales Director | SaaS GTM & Growth | Scaling Sales Teams | Ex-TripAdvisor | Ex-Autodesk



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38 years old

For more details, check my online resume : www.michael-fabian.com

EXPERIENCES

Sensorfact, an ABB company
 Barcelona, Spain - Since March 2025 - 1 yr



Regional Sales Director - OEE | France

Leading the launch and scale of Sensorfact's OEE business in France, building the go-to-market strategy from scratch across industrial manufacturing.

- ➔ Leading customer acquisition, revenue growth and market entry across manufacturing verticals
- ➔ Hiring, onboarding and managing SDRs and AEs across the full sales cycle
- ➔ Partnering with Product, Engineering and Customer Success to adapt the OEE offering to French market needs
- ☐ Built the French OEE sales organization from 0 to ~15 people (SDRs + AEs)
- ☐ Generated ~€150k TCV in first 3 quarters (100% of latest performance target)
- ☐ Signed ~20 industrial pilots across food, plastics and process manufacturing
- ☐ Established first French OEE customer references in a new market

Autodesk

Barcelona, Spain - 2023 to 2024 - 1 yr 7 mos



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

Led and developed a team of Account Executives across the Benelux, DACH, CHS, and Poland territories within the Architecture, Engineering, and Construction (AEC) industry.

- ➔ Expanded scope to include the Benelux region
- ➔ Supported the team in developing skills for strategic roles through account-based management
- ☐ Successfully built cultural expertise in these diverse markets
- ☐ Completed the "Selling to C-Level" program with success

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

Managed a team of Account Executives covering the Nordics and France within the AEC industry.

- ➔ Onboarded new hires to contribute to FY24 team performance
- ➔ Adapted quickly to managing new teams and territories, fostering connections with key stakeholders
- ☐ Successfully transitioned between teams, developing cultural expertise in these regions

SKILLS

Tools and Software

- ▶ Salesforce
- ▶ HubSpot
- ▶ Altify
- ▶ Outreach
- ▶ Gong
- ▶ Leexi
- ▶ Microsoft Teams (Copilot)

Professional Skills

- ▶ Leadership and team management
- ▶ Strategic thinking and market analysis
- ▶ Sales coaching and enablement
- ▶ Organization and process optimization
- ▶ Shadowing and mentorship
- ▶ Cultural expertise in various regions

Personal Skills

- ▶ Analytical skills
- ▶ Adaptability to diverse markets and teams
- ▶ Cross-cultural communication
- ▶ Interpersonal and coaching skills

LANGUAGES

- French Native
- English Fluent
- German Bilingual
- Spanish Elementary



► **Sales Manager | France & Italy**

Aug 2020 - Dec 2022 · 2 yrs 5 mos

Led a team of Inside Sales Representatives for the French and Italian markets.

- Unified and managed three different teams into a cohesive unit
- Coached UK and Milan-based Italian reps, supporting performance improvements
- Enhanced Salesforce processes in collaboration with the SalesOps team
- Implemented remote work and flexible hours with measurable success
- Successfully managed 11 Inside Sales Reps and 1 Team Leader
- Hired 9 reps for French and Italian teams.
- Maintained excellent results during the pandemic (FY21: 127% vs target)
- Gained in-depth knowledge of the Italian market, including cultural and operational nuances

► **Sales Manager | France**

Sep 2019 - Aug 2020 · 1 yr

Oversaw a team of Inside Sales Representatives dedicated to the Southern French market. I was responsible for recruiting, onboarding, and managing team performance, ensuring alignment with market priorities and company goals.

- Conducted career development planning, performance reviews, and productivity coaching
- Designed and implemented monitoring systems for key metrics such as pipeline status, conversion rates, and call statistics
- Implemented effective routines: weekly team meetings for results and motivation, and one-on-ones for performance and goal-setting
- Successfully managed 8 Inside Sales Representatives without a team leader
- Recruited and onboarded 10 representatives for both Northern and Southern regions
- Achieved a team performance rate of 117% within six months

► **Inside Sales Representative | France**

Sep 2018 - Aug 2019 · 1 yr

Focused on developing restaurant partnerships in France through proactive prospecting and targeted outreach.

- Built relationships with decision-makers via cold calling and email marketing
- Opened new market territories, including Clermont-Ferrand, Grenoble, and Saint-Étienne
- Top performer in France for 11 consecutive months, consistently surpassing targets by 35%
- Played a pivotal role in organizing the inaugural "TheFork Awards," connecting with Michelin-starred chefs

🎓 EDUCATION

WiSP (Wine & Spirit Campus),
Bordeaux

WSET® Level 3 Award in Wines
2015

KEDGE Business School

MSc International Business

September 2010 to June 2012

Elective course: Operations Management (Focus on Wine Industry)

Université de Bordeaux

Bachelor's degree, Business and Marketing
Techniques

September 2007 to June 2010

Completed third year as part of a professional apprenticeship, combining academic coursework with hands-on experience in the field.

🔗 INTERESTS

Sports

tennis, football

Trekking & outdoor activities

Travel & cultural discovery

Writing & creative projects



▶ **Sales & Marketing Manager | AMER & EMEA**

Jan 2016 - Jun 2017 · 1 yr 6 mos

Supervised a team covering EMEA markets while organizing prestigious events.

→ Managed PR, communication, and business development for Andreas Larsson (World's Best Sommelier 2007).

□ Directed wine selection for the Cité du Vin wine cellar under a committee chaired by Michel Rolland

▶ **Sales Executive | AMER & EMEA**

Jan 2014 - Dec 2016 · 3 yrs

Organized wine-tasting events and spearheaded digital content campaigns.

→ Expanded partnerships into new regions, including Greece, Hungary, South Africa and USA

▶ **Sales Executive | DACH**

Feb 2013 - Dec 2013 · 11 mos

Collaborated with wineries and wine unions to enhance their digital presence and organize events.