

KEVIN TOUPET

Sales Transformation Consultant · GTM Architecture & Revenue Operations · Bilingual FR/EN · US & European Markets

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Bilingual Sales Transformation Consultant with 10+ years and €30M+ in enterprise deals across US and European markets. I don't just advise — I build the systems that make revenue happen.

Proven across large-scale digital marketing transformation with Volkswagen Group and Stellantis, operational leadership with full P&L ownership, and hands-on design of AI-powered sales tools and consulting frameworks. Known for turning broken sales infrastructure into scalable, high-performing operations.

CORE COMPETENCIES

Sales Transformation · Revenue Operations · GTM Strategy · Digital Marketing Transformation · SaaS Implementation
Sales Enablement · P&L Ownership · Coaching & Training · AI-Powered Solutions · Playbook Development
C-Suite Engagement · Bilingual FR/EN · US & European Markets · Change Management · Stakeholder Management

AI ARCHITECTURE & APPLIED TECHNOLOGY

Independent AI Architect, Builder & GTM Strategist | 2022 – Present

- ▶ **Diamond Back X (DBX)** — Founded and architected an AI-augmented sales intelligence and transformation platform combining real-time data signal detection, prospect and client prioritization, sales methodology implementation, performance coaching, training delivery, and manager strategy execution; currently under internal review for deployment across ODP Business Solutions
- ▶ **OptiBFR** — Served as GTM Architect and Technical Consultant for a European AI-assisted debt collection and AR automation SaaS; designed full North American market entry strategy including compliance frameworks (CAN-SPAM, CASL, CCPA, PIPEDA) and data residency roadmap; product live and operational
- ▶ **CollectIQ** — Independently architecting and building the US market AR intelligence platform targeting North American mid-market clients; currently in development
- ▶ **Revenue Signal Engine (RSE)** — Architected a 15-agent AI-driven market and prospect intelligence platform across seven functional layers; fully documented and ready for development
- ▶ **Enterprise ROI Simulator** — Built an interactive decision-support tool enabling C-suite stakeholders to quantify ROI on sales transformation and technology investments

PROFESSIONAL EXPERIENCE

Account Executive | ODP Business Solutions | Austin, TX 2024 – Present

Relocated to the US and took a strategic enterprise revenue role while independently building AI consulting ventures and proprietary sales technology.

- ▶ Manage a portfolio of 300+ enterprise and mid-market accounts across a multi-category B2B platform spanning technology, furniture, facilities, print, and office solutions
- ▶ Drove new business growth through strategic prospecting, expanding key accounts including a 10x revenue increase on a single account within one year
- ▶ Landed and developed net-new enterprise accounts generating \$28K+ in first-year revenue
- ▶ Leveraged GPO programs (Windfall, Buying Power, OMNIA) to accelerate account acquisition and wallet share expansion across diverse industry verticals
- ▶ Concurrently architected DBX — an AI-augmented sales transformation platform — currently under internal review for enterprise deployment, demonstrating applied consulting capability in a live environment

Independent Consultant | Digital Transformation & GTM Strategy | France & US 2021 – 2024

Clients: Volkswagen Group · Stellantis · Madic Group · OVAOM · Early-Stage Startups

- ▶ Led large-scale digital marketing transformation for Volkswagen Group and Stellantis, deploying SaaS solutions across 2,500+ dealerships in five countries and generating €30M+ in revenue over three years
- ▶ Closed a €4.5M upsell by identifying a critical post-sale CX gap and delivering a customized web-based solution with technical onboarding across eight automotive brands
- ▶ Trained 1,000+ client advisors across 500+ dealerships, driving an average 9% improvement in closing rates
- ▶ Delivered end-to-end GTM strategy, B2B sales architecture, investor pitch materials, and international market entry roadmap for OVAOM, France's first educational audio gaming console
- ▶ Built scalable GTM playbooks, outbound prospecting systems, and investor-facing materials for multiple early-stage startups across tech and consumer sectors

Operations & Revenue Director | Enterprise Rent-A-Car | Paris-Orly Airport, France 2017 – 2021

- ▶ Directed full P&L for a €10M+ airport operation, managing 50+ staff across sales, service delivery, and operations in one of France's highest-volume B2B/B2C environments
- ▶ Grew revenue 17% YoY through strategic sales initiatives and increased upsell conversions by 27%
- ▶ Developed and managed 100+ global corporate accounts including Microsoft, Google, American Airlines, AXA, and Amex — driving a 37% increase in repeat business
- ▶ Reduced operational costs by 18% through process redesign and strategic risk management
- ▶ Built and mentored high-performing teams achieving a 30% internal promotion rate across the Paris Region
- ▶ Maintained a Service Quality Index of 87% consistently — exceeding company threshold throughout tenure

District Sales Manager | Canal+ Media | Paris, France 2014 – 2016

- ▶ Led district sales team for one of France's largest media groups; managed team performance, territory coverage, and revenue targets

Sales Team Manager & SDR | Huis Clos / Ranger France | Nancy, France | 2010 – 2013

Progressive roles from SDR to Team Lead in high-volume direct sales environments — the foundation of a 10+ year enterprise sales career.

SKILLS & TOOLS

Sales & GTM: Pipeline Building · Objection Handling · Negotiation · Closing · Account Management · Quota-Carrying · Discovery · Proposal · Renewal · Expansion · Cross-Sell · ICP Definition · Playbook Development

CRM & Platforms: Salesforce · HubSpot · Microsoft 365 · Google Workspace · SEM Tools

AI & Development: Claude AI · OpenAI · Replit · Prompt Engineering · API Integration · No-Code Platforms

Technical & Data: HTML · CSS · JavaScript · Python · SQL · Supabase · Database Architecture · Excel Advanced · Data Analysis · P&L Management

Languages: French (Native) · English (Fluent)

EDUCATION & CREDENTIALS

Brevet Professionnel — Chemistry & Microbiology France | 2009

Languages: Fluent in French and English (Bilingual) | **Work Authorization:** U.S. Permanent Resident (Green Card Holder)

For an interactive experience including live project demos and an AI assistant that knows my full background →

[KevinToupet.pro](https://kevin-toupet.pro)