NICOLAS GUILLON

Fractional CMO | Go-To-Maket Strategies & Execution

📞 +33 6 63 68 40 63

✉️ guillon.n@gmail.com

✈️ Nantes (France)

in /in/nguillon/

EDUCATION

Master's degree in Marketing & New Technologies
Université d'Angers
2005 - 2006

Bachelor Degrees in Management
IAE de Rennes (IGR)
2002 - 2004

EXPERTISE

Salesforce ⭐⭐⭐⭐⭐

Hubspot ⭐⭐⭐⭐⭐

No Code ⭐⭐⭐⭐⭐

Business Ops ⭐⭐⭐⭐

Growth Hacking ⭐⭐⭐⭐

Sales Enablement ⭐⭐⭐⭐

LANGUAGE

English

French (Native)

I help Chief of Staff, CMOs, CROs, and VPs of Sales align their teams, systems, and strategy to generate predictable revenue and operational clarity. With 15+ years of experience, I specialize in:

- Bridging Strategy & Execution across GTM functions
- Building scalable Growth infrastructure from scratch
- Driving pipeline through demand gen & outbound activities

Experience

Deer Consulting | Freelance
Interim Executive, Founding CMO   Fev 2024 - Today

- Build the Revenue Operation infrastructure & Tech
- Open new avenues with existing customers, prospects and partners
- Organise processes, develop a culture of experimentation and business impact
- Build the Performance Management framework, and report to the CODIR
- Setup routines to enable and align CS, Marketing, and sales teams

Hackuity | Lyon | Cybersecurity - B2B SaaS | 80-120 employees
Head of Revenue Operations   Oct 2022 - Fev 2024

- Bridging the gap between strategy and execution, leaders and reps, translating the vision into actionable plans, and aligning GTM teams
- 1 year of track record for the board reporting, stabilizing main KPIs and predictability
- Marketing Contribution to Pipeline Generation from 10% to +50%, in 10+geos, +81% YoY growth

Didomi | Paris | Data Privacy - B2B SaaS | 80-180 Employees
Senior Marketing Operations Manager Oct 2021 - Oct 2022

- Organize process & systems: analyze data and historical trends to provide insight to C-levels, Help the CMO to scale his team from 4 to 20 employees
- Bridge the gap between Marketing and Sales to secure the handover of leads
- Lead demand gen and Product Led initiatives : +300 qualified leads / months

Akeneo | Nantes | Product Info. - B2B SaaS | 50-250 employees
Global Marketing Operations Manager June 2016 - Oct 2021

- Own the marketing operations strategy, architecture, and technology platforms that support pipeline growth, including lead processes, marketing automation, technologies, reporting and analytics
- Serve as liaison to the business and manage communications and status of key initiatives and/or issues and remediation efforts

Business & Decision | Nantes | Mid/Large Companies
Consultant CRM & BI, Salesforce Expert June 2006 - June 2016

- Responsible for a portfolio of customers: industries, services, b2b, retail
- Accountable for the Salesforce expertise, leveraging a team of 20 experts
- Management of a team of 5 passionate (Junior & Senior), Manager Passport

ACHIEVEMENTS
Examples

DATA / INSIGHTS

- 1 year of track record for the board reporting, stabilisation of main KPIs and predictability (Hackuity)
- Detect 40% of GOST pipeline after revising segmentation and opportunity-opening criteria
- Revisit handover criteria MQL to SQL, SQL to pipeline creation
- Track acquisition & minimize costs: MQL (Akeneo, Didomi), Lead to win closing (Hackuity)
- Contribute to the target definition & territory plans thanks to predictable data and pipeline (Hackuity) e.g. pipeline from 4x to 2.3x

PROCESS

- Lead to Win closing: cost divided by 2 (Hackuity), acceleration from 320 to 240 days
- Secure the renewal of 20 Customers - 100% (Hackuity)
- Marketing contribution to pipeline generation from 10% to +50% (Hackuity)
- SLA on contact requests: 1st response in less than 10 mn on 90% (Didomi)
- Lead triage & routage: secure the distribution of 1,500 leads per month across 10 geos (Akeneo)

PEOPLE

- Setup of a format of weekly business reviews (Hackuity)
- Setup a monthly enablement ritual to share knowledge & best practices across all teams (Didomi, Hackuity, Shopopop, Akeneo)
- Initiate a growth strategy in IT, ES and Benelux across SDR & Account Executives (Shopopop)
- Clarify the price book, and contract terms to give more visibility and transparency across compensation plans (Hackuity)
- Organise the RevOps team day to day / act as a product team: priority management, roadmap, project board, remediation process, routines, communication (Didomi, Shopopop, Hackuity)

TECH

- Build reporting on various apps: Salesforce, Hubspot, Qlikview, Looker
- Save 70k € on year 1 on licencing costs by leveraging the Martech Stack (Didomi)
- Renegociate Salesforce, Hubspot, Sales Nav contracts (Hackuity)
- Connect the product to the CRM: capture actual usage data (Hackuity), launch a self-registration product (Akeneo, Didomi) capture community/users data (Didomi, Akeneo, Hackuity), capture service requests & issues
- Proactively manage the stack, in collaboration with the CFO for contracts above 30k€ (all)
- Manage a complex stack composed of +50 apps, +300 automation - enrichment, cleansing, and data quality assessment (Akeneo)