

## Yann RAGEUL

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## GTM pipeline architect | Founder

### Executive Summary:

Strategic sales leader with 20+ years' experience driving commercial excellence in additive manufacturing, engineering services and software. Proven track record of building high-performing teams, exceeding sales targets, and delivering innovative solutions for global organizations.

Clay Automated Outbound Certified – Master of Mechanical Engineering & MBA - C-Level Account Management – Software/Saas and Engineering Services sales experience – Strategic Consulting experience - Strategic thinker - Highly motivated – Public speaker at leading Conference - Excellent listening skills – AI tools implementation – Team player

## PROFESSIONAL EXPERIENCE

### GTM pipeline architect | Founder @ Yield & Revenue Partners | Jan 2026 – Present

- Leveraging B2B sales and marketing expertise to build custom pipeline architecture
- Leveraging AI enrichment for truly personalised outbound campaigns
- Creating sales and marketing playbook for sales reps and SDRs
- Delivering sales trainings (Challenger/ MEDDPICC), 1:1 tailored roleplay and coaching
- Providing sales transformation and coaching for new founder and startups



Key tools: **Apollo, Clay, Smartlead, Slack, Hubspot**

### VP Global Sales & Enablement @ Stratasys | Jan 2020 – Present

*Stratasys: Global leader in 3D printing technology and software solutions, \$553M revenue (NASDAQ: SSYS)*

- Managing a team of 15 experienced commercial leaders based in the UK, Italy, Germany and USA.
- Creating commercial strategy and process: identifying high growth industries and unique solution from Stratasys
- Defining ICP (Ideal Customer Profile, Sales presentation, Enablement toolbox)
- Creating sales outbound campaigns to expand into new industries
- Developing sales & SDR playbooks for new industries

#### Achievements:

- Exceeded target 113% of vertical sales >£24M
- Managing software renewal team -> Saas sales of £4 million (ARR = \$7,000/ seat)
- Coaching sellers and application engineers during customer visits on sales best practices
- Implemented pilot to automate lead generation with AI: Clay + HubSpot
- Delivered > 5X lead cost reduction and increased lead quality

### Board Member @ Additive Flight Solution (AIS) | Feb 2022-Oct 2024

*AIS: A joint venture between Stratasys and Singapore Airline to bring additive manufacturing to the aerospace industry MRO (Maintenance and Repair Organisation)*

## Director Strategic Account Team EMEA @ Stratasys | May 2015– Jan 2020

- Build a team of Strategic Account Manager from 4 to 9 individuals adding resources
- Multi-million-pound target across EMEA in Hardware Sales
- Created diversification strategy into Rail

### Achievements:

- Achieved 102% of sales target in 2019 outperforming the rest of EMEA.
- Establish partnership with C-level executive in Aerospace: BAE Systems, GE Aviation, Safran
- Promoted from Strategic Account Manager to Director Strategic Account Team

## Head of Sales Europe & Strategic Consulting @Hexagon (Romax Technology) | 2012-2015

*Hexagon/Romax Technology: leading driveline engineering and strategic consulting service provider*

- Achieved sales figures of 174% in FY2013-14

## Key Account Manager for large Utilities @Siemens Gamesa | 2011-2012

*Siemens Gamesa: leading wind turbine manufacturer and wind farm developer, revenue €5.12Bn*

## Senior Design Analyst > Business Development Manager > Strategic Consultant (2007-2011) – United Kingdom

*RICARDO: leading provider of technology & engineering solutions, £474M revenue (LSE: RCDO)*

## DIPLOMA

2005-2007 **Master of Business & Administration (MBA)** IAE Nancy - Completed in the Top 5%

1999-2001 **Master Degree** in mechanical engineering at the (I.F.M.A) <http://www.ifma.fr>

## SKILLS & EXECUTIVE TRAINING

- 2026 **Clay** Automated Outbound Certification
- 2025 Clay + OpenAI lead generation training + HubSpot + Smartlead
- 2024 LinkedIn **Sales Navigator** skills + **MEDDPIC** forecasting methodology implementation
- 2016 **C-Suite Sales Training & Challenger sales** –Training focusing on C-Level Executives
- 2008 **Strategic Marketing** of Technology Products Course @ Caltech USA
- 2006 **6 sigma** green belt training at Ford Motor Company

## HOBBIES

Running, Paddle boarding, British Judo Association Coach, Country Music