

Yohann Assoune

Partnerships & Alliances
Manager | SaaS Industry

Sustainable Transition Management

Strategic Alliances & Partnerships

Channel Program Management

SaaS & Subscription Economy

Complex Selling : MEDDIC

With over 20 years of experience in channel management, sales, marketing, and business development, I specialize in scaling SaaS businesses and subscription-based models across diverse industries such as retail, cloud, cybersecurity, and digital services. My expertise lies in building global partner ecosystems, launching impactful programs from scratch, and driving revenue growth through innovative go-to-market strategies.

Key Highlights:

- Proven track record of developing scalable partner programs and indirect sales strategies to accelerate adoption of cutting-edge solutions
- Passionate advocate for sustainability and ESG integration, collaborating with teams to embed ethical practices into corporate strategies
- Entrepreneurial mindset with a focus on delivering measurable results, fostering innovation, and empowering organizations to achieve digital transformation

Specialties: Strategic Partnerships | Channel Program Management | SaaS & Subscription Economy | ESG Platform Software | Consultative Sales | Demand Generation | Digital Transformation | Sustainable Transition Management | Complex Selling : MEDDIC | Business Intelligence

Currently contributing to climate change advocacy with Team for the Planet while leveraging my skills to drive impactful initiatives that align with global sustainability goals.

Let's connect to discuss how we can create value together!

44 years old
Driving License

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Task Force Member

Team for the Planet - Since January 2025 - Lyon - France



- ▶ Climate Change Advocacy
Raised awareness and drove action on climate change by promoting Team for the Planet's initiatives which supporting global decarbonization objectives aligned with the Paris Agreement, and encouraging collaboration among businesses and stakeholders to advance ecological transition
- ▶ Collaborative Action for Climate Solutions
Contributed as a Quark to Team for the Planet's activities focused on the promotion of sustainable development and innovative solutions to address climate challenges

Associate

Time for the Planet - Since April 2022 - Lyon - France



Entrepreneurship at the service of Climate emergency

Chief Marketing Officer

Cheops Technology Group - July 2023 to January 2025 - Lyon - France



- ▶ Strategic Marketing Leadership
Developed and executed innovative marketing strategies to position Cheops Technology as a leader in cloud, cybersecurity, and IT services, driving brand awareness, customer acquisition, and revenue growth across diverse industries, empowering SMEs and large enterprises to achieve digital transformation in France and Switzerland
- ▶ Cross-Functional Collaboration & Data-Driven Marketing Excellence
Partnered with product, sales, Tech Industry leaders and SaaS ISV to align marketing initiatives with business objectives and commitment to sovereignty, championing cutting-edge solutions like Hyper X, Mail in France and iCod while fostering operational efficiency and customer-centric innovation ensuring alignment with customer demands for predictive analytics, cloud services and sovereign data management
- ▶ ESG Integration in Corporate Strategy
Collaborated with HR and business owners to embed ESG principles into marketing and corporate practices, promoting sustainability, diversity, and ethical business operations while enhancing Cheops Technology's reputation as a responsible corporate citizen
- ▶ Performance Tracking & ROI Optimization
Defined KPIs for marketing campaigns, tracked results rigorously, and ensured consistent achievement of revenue targets aligned with corporate objectives

Head of Worldwide Indirect Channel – Retail Business Unit

CEGID - January 2023 to July 2023 - Lyon - France



- ▶ Global Partner Ecosystem Management
Develop and scale a worldwide indirect sales channel by recruiting, enabling, and managing a network of partners to drive adoption of Cegid Retail's Unified Commerce Platform, ensuring consistent delivery of exceptional customer experiences across global markets
- ▶ Revenue Growth & Strategic Alignment
Define and execute channel strategies aligned with business objectives, leveraging partner relationships to expand market reach, increase profitability, and achieve sales targets while promoting innovation in retail technology
- ▶ ESG Integration in Channel Strategy
Collaborate with HR and partners to embed ESG principles into channel operations, fostering sustainability, diversity, and ethical practices while enhancing Cegid's brand reputation and partner engagement
- ▶ Partner Enablement, Engagement & Performance Management
Developed comprehensive enablement programs to equip partners with tools, training, and resources needed to deliver exceptional customer experiences and meet revenue objectives. Established KPIs to monitor partner performance, ensuring consistent achievement of quarterly and annual sales targets while maintaining high levels of partner satisfaction

Channel Director

Klaxoon - June 2022 to January 2023 - Lyon - France



- ▶ Global Partner Strategy Development
Designed and implemented an international partner strategy, recruiting and enabling 17 strategic partners worldwide to expand Klaxoon's reach and drive adoption of its collaborative solutions in over 120 countries
- ▶ Revenue Growth & Channel Optimization
Achieved 7-figure channel revenue by fostering strong partnerships, optimizing indirect sales channels, and aligning partner capabilities with Klaxoon's innovative product offerings such as Board and visual collaboration tools
- ▶ Scalable Partner Program Management
Built and managed a structured partner program tailored to consultancy firms and technology providers, focusing on onboarding, enablement, co-selling frameworks, and performance tracking to maximize partner engagement and revenue contribution
- ▶ Advocacy for Collaborative Innovation
Championed Klaxoon's solutions to revolutionize hybrid work environments, enabling teams to boost engagement, streamline decision-making, and enhance productivity through interactive tools tailored for modern workplaces

Strategic Partner Business Manager



Klaxoon - January 2020 to June 2022 - Paris - France

- ▶ **Partner Program Launch**
Designed and implemented Klaxoon's partner program from scratch, including onboarding frameworks, certification processes, and co-selling strategies tailored to scale-up SaaS dynamics, ensuring rapid partner enablement and engagement
- ▶ **Strategic Partnership Development**
Established and managed relationships with technology providers and consultancy firms to create a robust ecosystem that drives adoption of Klaxoon's collaboration solutions across global markets
- ▶ **Sales Planning & Collaboration**
Worked closely with the sales directors and their teams to develop joint business plans with partners, aligning strategic goals and sales targets while consistently overachieving quotas through effective co-selling initiatives
- ▶ **Revenue Growth & Market Expansion**
Leveraged strategic alliances to expand Klaxoon's footprint, achieving significant revenue growth by aligning partner capabilities with customer needs in hybrid work environments across sectors (Public, Industry, Energy, Healthcare, etc)

Head of Subscription Business - B2B Marketplace



ALSO Group - January 2017 to January 2020 - Paris - France

- ▶ **Strategic Growth Leadership**
Developed and implemented innovative marketing strategies to position ALSO Group as a leading value-added distributor in cloud, cybersecurity, and IT services, empowering MSPs, VARs, and SIs to drive digital transformation in France and across Europe
- ▶ **Marketplace Strategy & Ecosystem Expansion**
Defined and executed the strategic vision for the ALSO Cloud Marketplace, growing its portfolio to include thousands of SaaS, PaaS, and IaaS solutions from top vendors and ISVs, with specializations in IoT management platforms, digital signage, cybersecurity, collaborative tools, ESG platforms, and more. Enabling partners to build subscription-based cloud offerings
- ▶ **Revenue Growth & Sales Alignment**
Partnered with technology providers to create joint business plans that aligned "as-a-service" strategies with sales objectives, consistently exceeding revenue targets and driving market growth
- ▶ **Data-Driven Insights & Operational**
Optimization Utilized advanced analytics and reporting tools to streamline marketplace operations, enhance customer retention, and deliver actionable insights that improved partner performance and accelerated the launch of new services

Founder & CEO



iVee - July 2013 to January 2017 - Paris - France

- ▶ **Strategic Vision & Subscription-based Business Model Creation**
Founded iVee to address critical challenges faced by SMEs, ETIs, and TPEs in digital transformation, developing an innovative subscription-based model for digital services to simplify technology adoption, reduce costs, and accelerate business performance
- ▶ **Development of Scalable Service Offerings**
Designed and launched comprehensive solutions such as Knowledge Management platforms for CIO, Professional Services packs, and SAVE Partner Programs to empower organizations with essential tools for improving efficiency, enhancing skills, and driving operational success
- ▶ **Partner Ecosystem & Program Launch**
Built the iVee Partner Program from scratch, enabling distribution channel organizations to access resources for knowledge enhancement, lead generation, project success optimization, and recurring revenue growth
- ▶ **Market Expansion & Digital Transformation**
Advocacy Led efforts to support businesses in overcoming economic and technological constraints by driving innovation, increasing competitive advantage, and ensuring successful digital transformation across multiple industries

Cloud Business Development Manager



TD Synnex (formerly Tech Data & ETC) - October 2010 to June 2013 - Paris - France

- ▶ **Channel Partner Ecosystem Expansion**
Built and scaled the Cloud, Virtualization and Data protection business in France by developing a robust network of channel partners, enabling them to effectively market and deliver value added solutions to end customers
- ▶ **Indirect Sales Strategy Development**
Designed and implemented indirect sales strategies tailored to the needs of channel partners, driving adoption and ensuring consistent revenue growth in term of value, volume and reach
- ▶ **Partner Enablement & Engagement**
Provided training, resources, and co-selling frameworks to empower channel partners, positioning TD SYNnex as a trusted advisor in the cloud ecosystem while enhancing partner performance and profitability
- ▶ **Cloud Solutions Advocacy**
Promoted innovative technologies and services to channel partners, aligning solutions with market demands to address customer challenges in scalability, security, and digital transformation

Enterprise Account Manager - Indirect Sales



IBM Ireland - May 2009 to January 2010 - Dublin - Ireland

- ▶ Channel Partner Ecosystem Development
Managed a network of strategic channel partners across the French territory to drive adoption of IBM's System X solutions, enabling partners to deliver scalable and innovative services to end customers across industries
- ▶ Indirect Sales Strategy Execution
Designed and implemented indirect sales strategies tailored to the French market, aligning partner capabilities with IBM's System X offerings to achieve consistent revenue growth
- ▶ Partner Enablement & Program Management
Managed a comprehensive partner program, providing training, co-selling frameworks, and enablement resources to maximize partner engagement and performance in the IT ecosystem
- ▶ Collaborative Sales Acceleration
Partnered closely with sales teams to accelerate deal cycles, support complex negotiations, and ensure successful closure of high-value opportunities through effective collaboration and pipeline management

Enterprise Account Manager - Direct Sales



IBM France - June 2008 to May 2009 - Paris - France

- ▶ Strategic Account Management
Built and maintained high-value relationships with key stakeholders across CPG, Telco, and Retail industries, serving as a trusted advisor to align IBM's System X solutions with client business objectives and digital transformation goals
- ▶ Complex Customer Selling
Led high-stakes negotiations and managed intricate sales processes involving multiple decision-makers, ensuring successful closure of large-scale deals by addressing technical, financial, and operational challenges
- ▶ Sales Planning & Target Achievement
Collaborated with cross-functional teams to create tailored sales plans, consistently exceeding quotas by identifying new opportunities, managing complex sales cycles, and delivering innovative solutions to meet client needs

SKILLS

Certifications

- ▶ Exam 70-672: Designing and Providing Microsoft Volume Licensing Solutions to Large Organizations
- ▶ Exam 70-673: Designing, Assessing, and Optimizing Software Asset Management (SAM)
- ▶ Exam 70-246: Monitoring and Operating a Private Cloud with System Center 2012
- ▶ MEDDIC / MEDDPIC - Certification of Sales Methodology
- ▶ Google Digital Garage - The Fundamentals of Digital Marketing 2019
- ▶ Hubspot Inbound Marketing Certification 2019
- ▶ Salesforce Trailhead - MOUNTAINEER
- ▶ CSRD Institute - Fundamentals (Level 1)
- ▶ Life Cycle Assessment (LCA) - Beginner

Languages

- ▶ English: Fluent (Professional Working Proficiency)
- ▶ French: Native (Native or Bilingual Proficiency)



EDUCATION

Executive Education - Sustainable Transition Management

HEC Paris

2025

Activities and societies: Sustainability · Climate Change · Corporate Sustainability Reporting Directive (CSRD) · Environmental, Social, and Governance (ESG) · Doughnut Economics · Management & Strategy

The multiple economic, environmental, and social challenges we are currently facing means that companies need to rethink their strategy, their business model, and their relationship with society.

The transition to a sustainable and responsible approach to business is more than just an imperative. It is an opportunity, which enables organizations to create new forms of competitive advantage, to invent new business models, to control their risks, to stimulate innovation, and to develop more inclusive management styles.

Everyone, at his or her level of the organization, has an important role to play.

The objective of the Sustainable Transition Management program is to help managers and executives drive the sustainable transition of their company, and thereby define and implement a harmonious approach to strategy, which focuses on economic performance and takes into account the major challenges of today and tomorrow

Please find more information on the official website: <https://www.hec.edu/en/executive-education/sustainable-transition-management>

MAPs-Alliances Management, Partnerships & Coopetition

Montpellier University

2019

Activities and societies: Alliances Management, Partnership, and coopetition

In the face of globalization and the technological advances of the last decades, companies are today no longer "playing alone" and adopting a new mode of development: growth through the alliance. The creation of alliances and partnerships (A & P) is now a real strategic necessity for companies. But the management of these collaborations is also an issue of primary importance! The multiplication of inter-company collaborations, their diversity and their complexity is reflected by the emergence of a new profession, that of alliance manager and head of partnerships, responsible for creating these corporate collaborations, managing them and to develop them.

Please find more information on the official website: <https://www.fun-mooc.fr/en/cours/maps-management-des-alliances-des-partenariats-et-de-la-coopetition/>

Executive Education - Strategy in the Age of Digital Disruption

INSEAD

2017

Activities and societies: Subscription Economy & Digital Services

In the last decade, digital has become part of almost every debate and discussion around strategy and often, the central focus. The reason is simple.

Powerful and interconnected technologies today including the cloud and AI, mean any business going through a digital transformation journey will be handed lucrative opportunities, but will also have to face dramatic threats.

Strategy in the Age of AI and Digital Disruption is an online course that provides the strategic tools, concepts and perspectives that will allow you to develop a strategic response to the new digital possibilities and to then align your organisation for effective strategy execution. It will support you in becoming more proactive in the digital domain, help you turn digital threats into opportunities, and allow you to leverage digital to create competitive advantage and enhanced performance.

Please find more information on the official website : <https://www.insead.edu/executive-education/open-online-programmes/strategy-age-digital-disruption>

Master in Management

ESC Clermont Group

September 2007 to June 2010

Please find more information in the official website : <http://www.esc-clermont.fr/>

European Bachelor in Marketing

Federation for Education in Europe

September 2006 to June 2007

Please find more information in the official website : <http://www.fede.education/en/>

Business Program

IDRAC Nice

October 2004 to June 2007

Please find more information in the official website : <http://www.idrac-business-school.com>

INTERESTS

Volunteering Experience

Tortora Brayda Institute - Think Tank Partnerships & Alliances Council / ASAP - Association of Strategic Alliance Professionals / PMI - Project Management Institut / WWF - Fundraiser / ECOSIA - Ambassador / Les Petits Frères des Pauvres

Sports

Pak Mei Kung-fu (Second Dan Black Belt), WCS - Warfare Combat System (DK Yoo), Trail Running - UTMB / ITRA Member, Golf, Tennis, MTB

Arts

MAO, Mastering & Mix

Travels

- ▶ Europe : Belgium, Czech Republic, Germany, Hungary, Ireland, Italy, Netherlands, Portugal, Spain, Switzerland, United Kingdom
- ▶ Middle East : United Arab Emirates
- ▶ Americas : Canada, Costa Rica, USA
- ▶ Africa : Morocco
- ▶ Asia : Vietnam