

Product / AI

SALES MANAGER · PRODUCT · AI

I turn sales friction into tools teams adopt: at Tamedia, 50+ salespeople use the tools I design. Behind that product work are eight years in B2B sales: CHF 700K generated at Tamedia, €1.5M in annual revenue built at Amaris and ~€400K a year running Europ'Esthetic.

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01 What I build

Four deployed web products and four local macOS tools. The four case studies show the problem, the product decision and the real limitation.

 Velq MULTI-AGENT SYSTEM · VELQ.FR01	 DealCraft MEDIA SALES · PROTOTYPE02
An orchestrator routes work to specialised agents. Nothing counts as verified without the source page that proves it, cited with its URL.	An incomplete advertiser brief comes back as a priced sales file. Every scenario points back to the published rate card it came from, with the date it was read.
 BuildBattle MULTIPLAYER GAME · DURABLE OBJECTS03	 RomainOS Command Center ELECTRON MACOS APP · LOCAL04
2 to 8 players, one brief, a 20-minute clock held by the server. In ranked mode the brief is drawn from a private seed, so the host cannot see it before anyone else.	An agent loop proposing maintenance work on my repositories: 282 candidate actions, 2 auto-merged.

Other products

DEPLOYED ON THE WEB



Justesse

MOBILE WEB APP · CLOUDFLARE +
CLAUDE

A screenshot of a conversation goes in, a verdict comes out: reply, wait, follow up, move on, or send nothing. Deployed; the closed beta has not started yet.

PERSONAL MACOS TOOLS



Ullage

MACOS APP · SWIFT 6, MENU BAR

Claude Code and Codex quotas in the menu bar, without browser cookies. 1.0 signed and notarised; site live, purchase not open yet.

IN DAILY USE



ClipSafe

MACOS APP · SWIFT 6, ZERO
DEPENDENCIES

Clipboard history encrypted with AES-256-GCM. The sandbox declares no network entitlement at all, so macOS denies it any connection.

IN DAILY USE



Balai

MACOS APP · DISK AUDIT

Measures what the disk could give back without deleting anything: the cleanup engine is compiled off and the build refuses to unlock it.

IN DEVELOPMENT

03

Experience



01

Tamedia Advertising

JUL. 2025 - PRESENT

SALES MANAGER · HUBSPOT KEY USER · AI LEAD

As AI Lead and HubSpot Key User for French-speaking Switzerland, I identify friction, design tools, train teams and track adoption. PK-Calculator cut quoting from half a day to two minutes; 50+ salespeople use the tools. Alongside that product work, I manage 450 clients and 1,650 prospects across Vaud and Geneva: +18% revenue and CHF 700K generated.



02

TAZ Communication

APR. 2024 - FEB. 2025

HEAD OF SALES & MARKETING

+15% overall sales and one tender won. National prospecting, portfolio growth, pipeline tracking and targeted email campaigns.



03

Life Privilège

SEP. 2023 - FEB. 2024

SENIOR SALES ADVISOR

25 individual contracts signed per month in French-speaking Switzerland. Wealth advisory, recruitment and management of 3 advisors.



04

Europ'Esthetic Sud-Ouest

MAR. 2020 - MAR. 2023

FOUNDER & MANAGING DIRECTOR

Founded and ran a medical-aesthetics equipment company across 4 countries with no employees: France, Switzerland, Luxembourg and Belgium. ~€400K annual revenue, profitable every year. Acquisition, supplier agreements, cash flow, purchasing, inventory and after-sales.



05

Amaris Consulting

FEB. 2018 - FEB. 2020

BUSINESS MANAGER · IT & TELECOM

Built two business lines, IT and Telecom, from scratch in the Grand-Est region: €1.5M annual revenue and 17 consultants recruited, managed and deployed. Won a €400K public tender from the Eurométropole de Strasbourg over 4 years.

04

Education

2018 · BORDEAUX, FRANCE 01

Master in Management

KEDGE Business School

2015 · YOGYAKARTA, INDONESIA 02

Bachelor of Economics

Universitas Gadjah Mada

2015 · CLERMONT-FERRAND, FRANCE 03

Bachelor in International Management

ESC Clermont

05

SALES · PRODUCT · AI

Skills & tools

B2B SALES

BUSINESS DEVELOPMENT

KEY ACCOUNT MANAGEMENT

PUBLIC TENDERS

NEGOTIATION

MEDIA STRATEGY

PIPELINE MANAGEMENT

PRODUCT & ADOPTION

IDENTIFYING FIELD FRICTION

DESIGNING INTERNAL TOOLS

TEAM TRAINING

ADOPTION TRACKING

HUBSPOT (KEY USER)

SALESFORCE

AI & AUTOMATION

CLAUDE API

CLAUDE CODE

MAKE

CLAY

POWERBI

GOOGLE GEMINI

CHATGPT

DEVELOPMENT

TYPESCRIPT

REACT

ASTRO

CLOUDFLARE WORKERS & DURABLE OBJECTS

SUPABASE

SWIFT / MACOS

LANGUAGES

French

NATIVE

English

C2, FLUENT

German

B1, IMPROVING

06

Interests

SCUBA DIVING (PADI OPEN WATER)

SNOWBOARDING

TRAMPOLINING