François Cavalade

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CRO, DIRECTION COMMERCIALE INTERNATIONALE
TECHNOLOGY & IT RESSOURCES

International sales executive with a proven track record in revenue growth, go-to-market strategy, business development across technology, software, cybersecurity and IT services. Experienced in international market expansion, sales team development, channel transformation and commercial strategy execution, with a focus on profitable growth, customer acquisition and margin improvement.

Key achievements:

- **20% Turnover increase in 2025,** IT Solutions and services
- **Team Management**, up to 10 people
- **Global Resellers turnover increase** +50% over three years – US$ 17M
- **Major Global SI & OEM signatures** Nokia, Screen, Cisco – generated + US$ 3M per year
- **Companies branch opening** British & American Groups in Dubai & Paris
- **Business development** from 0 to 4M US$ over 2 years, Southern Europe
- **Strategic Major Accounts Opening** Al Jazeera, MediaCorp Singapore, TV5 Monde

PROFESSIONAL EXPERIENCE

since April 2024 **BRITENET (Polish IT Consulting)**. Turnover US$ 60M; 850 engineers

Director, International Sales, *report to COO*

- 20 % growth in 2025, 20M Euros turnover and 42% margins, P&L ownership
- Recruit, onboard, and reorganize two teams in Germany, Belgium and Poland (9 p.)
- Defined and executed a strategy plan to get back to growth
- Signed 11 new accounts in 2024, and 23 in 2025
- Signed 3 new partners in 2024 & strengthened PwC and Deloitte

2022 – 2024 **VERIMATRIX** Content Security & Cybersecurity solutions provider. Turnover US$ 60M; 300 employees. (Web & Mobile Apps Threat defense; Code and Key shielding, Whitebox).

Senior Director, Global Channels & Alliances, *report to CRO*

- Implemented Cybersecurity Channel program, signed 20 new channels
- Defined pricing strategy, onboarding & training program
- Implemented all marketing tools & Partner portal
- Signed and strengthened Technology partnerships: AWS, Reflectiz, Jscrambler and IBM
- Participated at NAB, IBC, RSA San Francisco, InfoSec London, InfoSec Mexico

2017 - 2022 **NAGRAVISION (Kudelski Group)** Content Security, Home Network Security & Middleware provider, Cable, DTH, IPTV and OTT markets – (Turnover US$ 400M; 1.800 employees).

Director, Global Channels *– Define and implement Channel Strategy. Report to CMO/CSO.*

- Create and implement the Channel Sales Partner Program
- Implement Online Training, Information tools and Partner Portal
- Integrate other Kudelski DTV product lines within the Channel Program
- Modify CRM and Finance reporting to reflect indirect business
- Recruit and manage a team of 5 people (Channel Sales & Marketing Managers).

2015-2017 **ATEME** French software provider, video compression solutions leader for broadcast, cable, DTH, IPTV and OTT markets - Turnover US$ 40m; 200 employees.

Director, Global Partners *– Generate 40% of company's global turnover*
Define and execute Global Partners Strategy in line with CODIR. Report to SVP Sales.

- Recruit, manage & train OEM, Integrators, Resellers and agents worldwide
- Recruit and manage a team of 3 persons: Partner, Marketing & Inside Sales Manager
- Define and execute the Channel marketing plan
- Signed NOKIA Global SI Agreement and SCREEN Brazil OEM agreement
- Increased resellers turnover by 50%

2012-2014 **QUANTUM** US provider of Storage, Archiving and File system solutions
Turnover: US$ 650m; 1700 employees.

Channel Manager *– EMEA – Big Data markets. Managed 100% of the generated Big Data market turnover in EMEA. Report to SVP Sales EMEA.*

- Generates US$ 12m turnover
- Define and execute general Channel Strategy in line with Pre-Sales, Sales, Professional Services, Support and Channel Marketing services
- Recruit, manage, certify 90 Value Added Resellers and Distributors
- Key Partners business analysis; sales and marketing activities planning and reporting

2006-2012 **PIXEL POWER** British manufacturer of Graphics and Playout broadcast equipment
Turnover £7m; 50 employees.

Business Development Manager *– Southern Europe, Middle East and Asia*
Incorporated the French and Dubai subsidiaries. Restarted activities in the region. P&L ownership

- Recruited & managed a Dubai based engineer for support, training and demonstrations
- Generated £1m per year turnover and signed key accounts: Abu Dhabi Media Company, Al Jazeera, TV5 Monde, TF1, and ARTE. RTVE, TRVCM, Overon, MTV, Telson
- Developed the partner network including SIs : Thomson, Sony, Technicolor, TSL, TSA
- Participated at NAB, IBC, CABSAT, ERTU Egypt, NATEXPO, EEBC (Ukraine), SATIS France

2004-2006 **OMNEON VIDEO NETWORKS – (now Harmonic) -** Silicon Valley based supplier of playout servers and video storage; world leader; US$80m, 120 employees.

Regional Manager *– France, Belgium, Switzerland, Spain*
Incorporated the French subsidiary. Started the Region's activity from scratch.

- Turnover increased from 0 to US$4m over 2 years
- Recruited and onboarded Sales & Technology partners

PREVIOUS PROFESSIONAL EXPERIENCES

1999-2003 **Global Sales and Marketing Manager** – PCI Traffic & Scheduling software (France)

1996-1998 **Regional Sales Manager Southeast Asia** – Quantel – (Hong-Kong then Singapore)

1995-1996 **Regional Manage Southeast Asia** – Getris Images – (Singapore)

ADDITIONAL INFORMATION

Education	2023	ANSSI (French regulatory advisor **Cybersecurity** MOOC)
	2020-2021	**INSEAD** Leading in a Transforming World – 3 certificates
	2015-2017	Intensive **Spanish** learning
	2009-2011	Executive Master, **ESCP Europe** – International Business Development
	1991-1995	**Degree in Economics** – Major in international affairs, Asia and Middle East

Languages **French** – native; **English** – fluent; **Spanish** – prof. sufficiency; **German -** 10 years at school

Other activities NGO organization Manager (900 people) – Elaborate and manage a 5 years' strategic plan
Private elementary school "Ecole la Chouette" Vice President and CFO
Pianist and saxophonist, jazz and classical music amateur,
Rock'n Roll dance teacher