

François Cavalade

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INTERNATIONAL SALES DIRECTOR, VP SALES, CRO IT, TECHNOLOGY SOLUTIONS & RESSOURCES

Define and drive **Direct and Indirect Sales Strategy** ♦ Successfully incorporated local and international branches ♦ Expert in **multicultural environments**, results driven ♦ **New market penetration**, with **technology and IT focus** ♦ **Recruit, Motivate & Manage** teams

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
- 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	<p>ATEME French software provider, video compression solutions leader for broadcast, cable, DTH, IPTV and OTT markets - Turnover US\$ 40m; 200 employees.</p> <p>Director, Global Partners – Generate 40% of company's global turnover <i>Define and execute Global Partners Strategy in line with CODIR. Report to SVP Sales.</i></p> <ul style="list-style-type: none"> ▪ 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	<p>QUANTUM US provider of Storage, Archiving and File system solutions Turnover: US\$ 650m; 1700 employees.</p> <p>Channel Manager – EMEA – Big Data markets. <i>Managed 100% of the generated Big Data market turnover in EMEA. Report to SVP Sales EMEA.</i></p> <ul style="list-style-type: none"> ▪ 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	<p>PIXEL POWER British manufacturer of Graphics and Playout broadcast equipment Turnover £7m; 50 employees.</p> <p>Business Development Manager – Southern Europe, Middle East and Asia <i>Incorporated the French and Dubai subsidiaries. Restarted activities in the region.</i></p> <ul style="list-style-type: none"> ▪ 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	<p>OMNEON VIDEO NETWORKS – (now Harmonic) - Silicon Valley based supplier of playout servers and video storage; world leader; US\$80m, 120 employees.</p> <p>Regional Manager – France, Belgium, Switzerland, Spain <i>Incorporated the French subsidiary. Started the Region's activity from scratch.</i></p> <ul style="list-style-type: none"> ▪ 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 Manager 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	