



# ARNAUD BASSON

## Program Manager - Barcelona

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Born on February 25<sup>th</sup> 1989



### EXPERIENCE

April 2020 -  
Ongoing

**Program Manager HPE @Webhelp – Engage & Grow EMEA**, Barcelona, Spain

- ✓ Responsibilities: Lead the deployment within EMEA. Oversee overall operations.
- ✓ Skills: Reporting, Recruitment (team of 5), optimize collaboration between stakeholders.
- ✓ Results: Assist Partners on their journey. Leverage value proposition while accelerating engagement.



2017 – 2020

**Supervisor HP @Webhelp for HP Inc. -EMEA Supplies**, Barcelona, Spain

- ✓ Responsibilities: management of the European sales team (27 agents with 3 managers).
- ✓ Skills: Reporting, Interviewing, Recruitment, Coaching and Mentoring, Team building.
- ✓ Results: Overview of **1.000 deals, \$2B revenue**, Hardware collaboration, published Case Study.



2016 – 2017

**Team Leader HP @Webhelp for HP Inc. -French Supplies Market**, Barcelona, Spain

- ✓ Responsibilities: management of the French team (4 Account Managers & 1 Business Analyst)
- ✓ Skills: satisfaction of Webhelp & HP managers within leverage of team members.
- ✓ Results: **100% Absolute Satisfaction**. Lower attrition rate (3%). Agents overachieving targets.

2015 – 2016

**Account Manager HP @Webhelp for HP Inc. -French Supplies Market**, Barcelona, Spain

- ✓ Responsibilities: management of 300 accounts achieving sales targets while maintaining profitability.
- ✓ Skills: Qualification of prospect, management of the sales pipeline.
- ✓ Results: **\$3M opportunities** channel, satisfaction of partners, continuous soft skills business training.

2013 – 2014

**Volunteer, World Tour personal project**

Traveling the world creating entrepreneurial projects, volunteering in a reforestation project and hostel management. Ambassador for the non-lucrative association *Travel With A Mission*.



2011 – 2013

**Sales engineer - FELDER GROUP Woodworking Machines**, Strasbourg, France,

- ✓ Responsibilities: developing the Woodworking customers in Eastern France (4 districts) selling high-quality machines designed in Austria.
- ✓ Skills: Prospecting new opportunities from professional woodworkers as well as hobbyists.
- ✓ Results: **Total turnover of 400k€**. Among top sales representatives on Exhibition BATIMAT, Ranking 1<sup>st</sup> in customers contacts: calls, visits & mails, ranking 1<sup>st</sup> in prospection & cold calling.



2009 - 2010

**Sales representative - Fairs and exhibitions, STRASBOURG EVENTS**, Strasbourg, France,

- ✓ Responsibilities: organization of Fairs on the Exhibition Park, direct reports on sales to the CEO.
- ✓ Skills: shaping strong relationships to accustomed clients, finding some new market shares & new clients, facing financial and quantitative objectives, team working.
- ✓ Results: **15% growth** of customers for the Real-Estate exhibition, reinforcement of exhibitions.



### EDUCATION

2018

**Six Sigma Yellow Belt** certified at Polytechnic University of Catalonia, Barcelona, Spain



2007 - 2011

**Masters' Degree in Business, EM Strasbourg Business School, France**

Major: Entrepreneurship and Management -with honors

Term paper defended: Entrepreneurship teaching in higher education – Published on Amazon

Graduation Organization (1,000 guests, 55k€ budget) & Treasurer of Sports (30k€ turnover)



2010 – 2011

**Bachelor of Science in Business and Administration, Bowling Green State University, USA.**

Major in entrepreneurship - Average GPA 3.9/4



2005 – 2007

**Bachelor of Science in business and Administration, Strasbourg University, France**

Major: Economics & Foreign Languages – complimentary to the Preparatory School



### LANGUAGE

French (**native**), English, Spanish (**fluent**), German (**good**), Catalan (**intermediate**), Italian (**beginner**)



Learn more

References available on [www.arnaudbasson.com](http://www.arnaudbasson.com)