



BAPTISTE ALGUDO

GLOBAL STRATEGIC ACCOUNT EXECUTIVE

Sales Leader · Tech Enthusiast · Polymath

CONTACT

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LANGUAGES

- French** Native
- English** Fluent
- Spanish** Fluent

CERTIFICATIONS

- P2** PRINCE2 Foundations
- UP** UiPath Sales Foundations
- IBM** Cloud Core (IBM)
- OCI** Oracle Cloud Infrastructure

BEYOND THE OFFICE

Skydiving

Astrophysics

Guitar

Skiing

Gaming

Geopolitics

baptiste-algudo.com

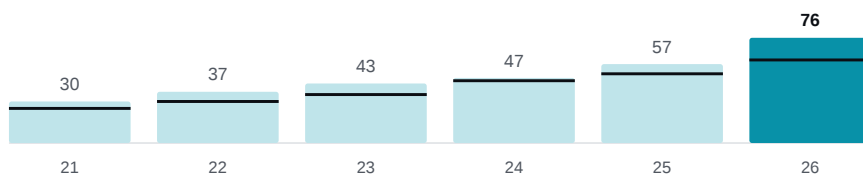
PROFILE

Self-made intrapreneur turning bold visions into ventures that reshape how global enterprises grow in the age of AI. 15+ years in business development spanning boardroom strategy and emerging technology — building sales organizations from the ground up and managing global key accounts.

15+ Years in BD	~2.5x Global account growth	120+ Consultants led	+20% Avg. quota overachievement
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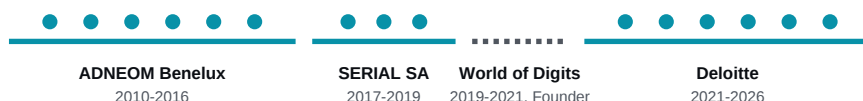
TRACK RECORD — GLOBAL ACCOUNT (DELOITTE)

Consumer Goods sector · revenue index, M USD (rounded) — line marks annual quota



Repositioned from occasional advisor to Tier-1 global partner — revenue up ~2.5x in five years, consistently ahead of quota (+20% on average).

15+ YEARS · 3 COMPANIES · QUOTA EXCEEDED EVERY SINGLE YEAR



Each dot marks a year the quota was exceeded — 15 for 15, across 3 companies and 3 currencies. World of Digits targeted breakeven as a new venture and came within reach despite launching into COVID.

WORK EXPERIENCE

Global Client Relationship Executive Deloitte — Geneva, Switzerland

2021–Present

- Lead Deloitte's relationship with one of the world's largest Consumer Goods groups — repositioning it from occasional advisor to Tier-1 global partner.
- Helped more than double account revenue over five years while deepening trust with senior stakeholders and the C-suite; initiated and supported strategic RFPs across major transformation, operations and strategy engagements.
- Sits on Deloitte's Romandie Growth Council and leads a new mandate with a global Flavour & Fragrance leader.

Founder / Market Lead

2019–2021

World of Digits — Geneva, Switzerland

- Defined USP, vision and business development strategy; owned recruitment, P&L, marketing and executive committee reporting.
- Opened new accounts across Private Banking, Luxury Watchmaking, Flavour & Fragrance, Public Transport, NGOs, Public Administration, Utilities and Insurance — CHF 500K in growth revenue built from scratch in 12 months.

Sales Executive Director

2017–2019

SERIAL SA — Geneva, Switzerland

- Built the sales department from the ground up; recruited, trained and managed the entire sales team across 3 offices (Geneva, Lausanne, Zurich).
- Prospected at C-suite level for CHF 3M in personal revenue, while leading a team delivering CHF 23.7M in 2019 across 3 agencies.

Business Unit Manager / Global Account Manager

2010–2016

ADNEOM Benelux — Brussels, Belgium

- Led the entire Business Unit, driving a profitable consulting business of 120+ consultants and €12.7M turnover in 2016; grew the sales team from 2 to 10.
- Managed group key accounts globally across Belgium, France, Luxembourg, Germany and the USA for €6M in revenue, overachieving quotas across Energy & Utilities, Insurance, Financial Services, Reinsurance and Travel Technology.

European Sales Support

2008–2009

Survey Sampling International — Paris, France

- Managed requests for quotes to partners at global level, supported the European sales team and prepared final customer proposals.

EXPERTISE**Global Key Account Management**

Top-tier global account, occasional advisor to Tier-1 partner, 5 continents.

Sales Organization Building

Built and scaled sales teams from the ground up across Switzerland and Belgium.

Executive & C-Suite Relationships

Trusted advisor to senior stakeholders on multi-year transformation.

Business Strategy & GTM

Go-to-market strategy from founder-stage to enterprise scale.

Digital & AI Transformation

Steering GenAI, cybersecurity and digital transformation globally.

EDUCATION**Master, International Business Management**

2010–2011

La Trobe University, Melbourne, Australia

Bachelor of Business Administration, Hons.

2006–2010

École Supérieure de Commerce, Montpellier, France