

# MATHILDE LOPEZ



My mission is to recruit, train teams to reach their KPIs, coordinate operations, and implement techniques that allows the business to consistently surpass its targets and strategic goals. Alongside crafting business-winning strategies, due to working in fast-paced environments, I also have substantial experience in high-level client relationship management.

## WORK EXPERIENCES



Nationalities: France & Senegal

### Contact



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### SMB SALES TEAM LEAD - DACH, FRANCE, NETHERLANDS & BELUX

TABOO LA | 03/2021 - 01/2023 - LONDON

- Recruit, train, lead and coach 5 Sales Executives
- Built territory plans and set up productivity goals
- Working closely with cross-functional teams and all level of management to design and implement Taboola Sales Playbook and scalable sales processes
- Boosted customer conversion rate from 9% to 22% by providing call and outreach feedback, activity planning, trainings and data insights
- Created trackers and reports to follow goal attainment and commission tracking for the entire SMB team
- Assisting with the design and running of new product features focused on SMB needs with the Product and Product Marketing teams

### SENIOR PUBLISHER SALES MANAGER - EMEA

TABOO LA | 08/2019 - 03/2021 - LONDON

- AWARD: Top Sales EMEA 2019
- + Account management during customer trial period
  - Average 114% of quota over nearly a 3+ year period
  - Developed outstanding outreach and communication skills through cold-calling, emails and face-to-face meetings
  - Building long-term relationships: 2-year engagement partnership via business meetings, events
  - Acting as the leading contact for EMEA publishers: editorial, executives and business teams
  - Account management for publishers: follow-up and pro-active reach out to improve performances

### PUBLISHER SALES EXECUTIVE - EMEA

TABOO LA | 02/2018 - 08/2019 - LONDON

High-growth Ad-tech company – leader in native advertising globally

- Closed +100 publishers across Europe and Africa for an average of 120k€ yearly gross revenue each
- Present optimisations to client thanks to data analysis
- Work alongside TI, Product and AM team to launch and optimise accounts

## WORK EXPERIENCES

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### KEY ACCOUNT MANAGER - ON TRADE (INTERNSHIP)

BACARDI MARTINI | 01/2017 - 06/2017 PARIS

Multinational spirits company

- Drafting event proposals and briefing staff to manage event days (animators + material logistic): 10 events / year
- Organisation and follow-up of 12 marketing initiatives for On Trade sales
- Briefing other agency staff, such as creative teams and production departments for each event and each brand

### SALES REPRESENTATIVE (INTERNSHIP)

LACTALIS HONG-KONG | 07/2015 - 12/2015 HONG-KONG

Largest international dairy company

- Managing my own portfolio growth (+300 accounts) to achieve maximum sales and reach extensive product selection in supermarkets
- Follow-up of the marketing action plan: 150 hypermarkets/month, merchandising, promotions, prices

### BUSINESS DEVELOPER BTOB / BTOC (INTERNSHIP)

10-VINS | 01/2015 - 06/2015 NANTES

Winery start-up - awarded best start-up at the CES Las Vegas 2017

- Reached out to over 200 prospects during 6 months of the startup and worked to improve conversion rates on daily basis
- Organised 10-Vins & Sapiro Restaurant partnership launch party
- Promoted new product offers (Valentine's Day & Easter) : sales incentives via Facebook

## VOLUNTARY WORK

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### AFRICAN FOUNDATION FOR DEVELOPMENT

(AFFORD)

11/2020 - 12/2022

- Business mentor for the African Business Club
- French support during business and government meetings

## EDUCATION

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MASTER'S DEGREE IN BUSINESS MANAGEMENT

AUDENCIA BUSINESS SCHOOL - 2017

- major: consultancy

## LANGUAGE

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FRENCH

ENGLISH

SPANISH

## COMPUTER LITERACY

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SALESFORCE, QLIKSENSE, TABLEAU, MICROSOFT SUITE,  
POWERPOINT, SAP