
LAURENT ALTIER

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EXECUTIVE PROFILE

GTM and business development leader with 5+ years in B2B technology and 8+ years across enterprise sales, business development, partnerships, and people leadership. Builds 0-to-1 markets and repeatable growth motions for AI, cloud, data, software services, and modernization; owns complex enterprise sales cycles from early account development through closing. Translates technical capabilities into credible conversations with engineering, infrastructure, product, operations, security, finance, and executive stakeholders while working across Sales, Marketing, Revenue Operations, and senior engineers.

\$2M+

enterprise pipeline

20+

segmented GTM motions

22%

shorter sales cycle

48

reps recruited & coached

CORE GTM CAPABILITIES

Enterprise GTM and revenue growth | 0-to-1 market development | early enterprise sales | complex sales cycles | technical discovery and value messaging | strategic partnerships | ICP and use-case prioritization | pilot and implementation coordination | sales playbooks and qualification | pipeline analytics and opportunity acceptance

PROFESSIONAL EXPERIENCE

Business Development & Strategy Principal

2025 - Present

JBS Dev | Remote, U.S. | Enterprise AI, cloud, data, mobile, integration, and modernization

- Own and evolve a 0-to-1 outbound and enterprise GTM motion across AI, cloud, data, mobile, integration, and modernization offerings; created 20+ segmented motions spanning ICPs, territories, intent signals, account prioritization, sequences, deliverability, CRM visibility, and reporting.
- Translate customer and market signals into technical narratives, target-account priorities, qualification standards, and follow-up motions in collaboration with Sales, Account Executives, Marketing, Revenue Operations, and senior engineers.
- Coined and apply a lean-to-market approach - an alternative to overbuilt GTM playbooks: start with the smallest viable motion, get it into the market, learn from real buyer response, and continuously refine the process, targeting, and messaging for greater efficiency and output.
- Coach BDR execution on account research, executive messaging, discovery, objection handling, qualification, prioritization, and disciplined handoffs; support JBS's AWS partnership and AWS reps in identifying upsell opportunities with existing AWS users.

Senior Target Account Representative | Business & Account Development

2021 - 2025

SafetyChain Software | California / Remote | Enterprise SaaS for regulated manufacturing

- Generated more than \$2M in mid-market and enterprise pipeline while consistently exceeding quota as a top business-development performer; personally advanced and closed complex enterprise opportunities.
- Applied MEDDIC qualification and disciplined account development to reduce the closing timeframe by 22% and improve prospect progression.
- Created sales frameworks, playbooks, messaging, training, and onboarding resources; partnered with Sales and Marketing on campaigns, workflow improvements, enterprise account strategy, and market expansion.
- Delivered market intelligence that guided leadership evaluation of expansion into food packaging, chemicals, and automotive parts.

Manager, Sales, Business Development & Strategy

2025

French-American Chamber of Commerce, Southern California | Los Angeles, CA | U.S. market entry and commercial development

- Designed outbound strategies, prospecting playbooks, sequences, sales collateral, and operating processes from the ground up for companies across technology, aerospace, naval manufacturing, and biotech.
- Recruited, onboarded, coached, and performance-managed sales representatives through KPI review and client-facing execution.
- Supported partnership development and negotiated commercial technology systems; advised executives on positioning, stakeholder engagement, and practical routes to U.S. market traction.
- Oversaw onboarding and implementation for adopted solutions, connecting post-negotiation execution to client satisfaction.

ADDITIONAL EXPERIENCE

- Account Executive & Corporate Sales Trainer

2018 - 2019

C.E. Consulting | New York, NY | Fortune 500 field-sales program

- Ranked as the top U.S. salesperson while managing rotating territories and a high-volume field-sales motion; recruited, onboarded, trained, and coached 48 direct sales representatives.
- Tech Sales Fellow

2021

Flockjay | Remote | Selective enterprise sales fellowship

- Selected in the top 8% of applicants and completed 300+ hours of training in account research, outbound prospecting, qualification, multichannel engagement, and executive communication.
- Director, Editorial Features, Business Development & Castings

Earlier

The GROUND Magazine | New York, NY / International creative publishing

- Founding member of The GROUND Magazine; managed creative content end to end, balancing input and output: developed story ideas, shaped editorial direction, coordinated contributors and castings, edited and curated work, and managed production through publication.

- Created stories and managed the full process from concept to a finished physical copy on a coffee table in Seoul, Tokyo, Paris, or New York, connecting creative vision with execution, distribution, and audience experience.
- General Manager & Live Music Booker

2016 - 2018

Forgeois Group / Jules Bistro | New York, NY | Hospitality operations and cultural programming

- Led hiring, training, scheduling, development, and retention for a 26-person team while increasing annual revenue by 25%; negotiated contracts for a roster of more than 200 musicians.

TECHNICAL GTM AND REVENUE TOOLS

REVENUE TECHNOLOGY Salesforce, ZoomInfo, LinkedIn Sales Navigator, Apollo, Salesloft, Instantly, Ring.io, HubSpot, Google Workspace, Slack METHODS MEDDIC, account-based prospecting, intent-led segmentation, multichannel sequencing, call coaching, opportunity acceptance, funnel analysis	TECHNICAL CONTEXT Enterprise SaaS, AI and agentic workflows, AI infrastructure, AWS and cloud, data platforms, developer services, systems integration, secure deployment BUYER CONTEXT Engineering, infrastructure, product, data, operations, security, finance, and executive stakeholders across enterprise and AI-native accounts
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EDUCATION, LANGUAGES AND PERSPECTIVE

EDUCATION: Flockjay Tech Sales Fellowship, 2021 - top 8% of applicants; 300+ hours of enterprise sales training | Concordia University, Political Science coursework | Lycee Francais de New York, French Baccalaureate

LANGUAGES: English, French, and Italian - fluent | Spanish - basic conversational proficiency

PERSPECTIVE: Published writer and former editorial-features director with hospitality and live-music leadership experience; brings cross-cultural fluency, audience awareness, and disciplined curation to technical messaging and team development.

LEADERSHIP OPERATING SYSTEM

BUILD CLARITY Set visible standards, useful metrics, and repeatable workflows so strong execution is easy to recognize and improve.	COACH THE WORK Review real calls, emails, research, and opportunities; give specific feedback reps can apply immediately.	DEVELOP JUDGMENT Use automation for repetitive work while coaching relevance, curiosity, discovery, and stronger commercial decisions.
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