

Erwan HENRY

ENTERPRISE SALES — AI-NATIVE SALES LEADER · 10+ YEARS · ENGINEER & BUILDER

"I build markets where nothing exists yet — from €0 to €5.6M with no brand, no inbound, no shortcuts."

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WHY I BELONG AT MISTRAL

- Engineer (Mines de Saint-Étienne) who chose sales: fluent from agent & prompt architecture to C-suite ROI conversation in the same meeting.
- Career pattern: dropped into markets with no brand, no pipeline, no playbook — I build the machine. Exactly what Mistral needs to scale enterprise across Europe.
- AI-native operator: ~1 year building my own agents (Claude Code since Aug 2025, Cowork since Feb 2026). I rebuilt my outreach agent on the **Mistral API** — I build on your stack, I don't just pitch it.
- I believe sovereign, open models are a growth driver: control, trust and transparency are why European enterprises and governments will choose Mistral.

EXPERIENCE

SpikeeLabs — Business Manager

Oct 2025 – present

IT services firm (ESN), fixed-price focus — expanding into staff augmentation

- Built the consulting headcount from 0 to 5 in a crisis market.
- Initiating a **company-wide AI transformation**: builds internal tools with Claude Code (spec-driven / SDD) and automates operations with Cowork.
- Continuous market & tech watch ("veille") to stay ahead of the AI shift.

Graixl — Sales Partner

2025 – present

AI-powered voice platform for recruitment · 50+ languages · in parallel

- Selling an AI-native product to HR teams — mastering the AI buyer's journey and objection handling.

KYO — Co-Founder & Business Development Lead

2025 – present

Fintech / blockchain — crypto-backed payments on Kaspero · 0-to-1 · in parallel

- Full-stack founder work: GTM strategy, legal structuring, product roadmap, partnerships, community.

AddixGroup — Sales Director, Enterprise Accounts

2022 – 2024

Cyber, Data & Cloud — built the enterprise sales engine

- Inherited zero pipeline. Built and led a **10-person sales team** from scratch in 18 months.
- Wrote the entire commercial playbook: pricing, onboarding, KPI frameworks, sales automation.
- Closed **€5.6M revenue / €2M gross margin (2023)** — the largest year in the company's history.
- Sold complex CAPEX/OPEX cybersecurity deals on 6–12 month cycles; introduced sales automation and KPI tracking.

AddixWare — Agency Director

2020 – 2021

Sophia-Antipolis — led through crisis, delivered growth

- Managed the P&L of a 35-consultant agency (€3.5M revenue); kept it alive through Covid — **zero layoffs** — and recovered faster than peer agencies.

AddixWare — Business Development Manager

2016 – 2019

Aix-en-Provence → Sophia-Antipolis → Paris — the from-zero story

- Opened a new market with zero network or brand; grew from nothing to 15 consultants across 5 enterprise accounts, then opened a second agency in Paris and mentored the founding sales hire.

AI & AGENT-BUILDING EXPERTISE

- **Agent builder (past year)**: Claude Code since Aug 2025, Cowork since Feb 2026, plus API & MCP. Prompt engineering, tool-use chains, guardrails, memory files, multi-agent workflows, custom skills & plugins. This campaign's outreach agent runs on the Mistral API.
- **Self-hosted & vibe coding (2025–2026)**: full-stack apps with AI, no code from scratch (CRM, finance tracker, resume tool); production stack on a Hetzner VPS — n8n, Vaultwarden, Caddy, Cal.com.
- **AI enablement**: trains sales & ops teams on AI adoption; can demo, troubleshoot and architect solutions, not just sell them.

EDUCATION

2011–2014 Mines de Saint-Étienne — Engineering Degree, ISMIN (Microelectronics, IT & New Technologies).

2009–2011 CPGE Blaise Pascal, Orsay — MPSI / PSI.

LANGUAGES & MORE

Languages French (native) · English (C1, daily) · Russian (A2) · Italian (A2).

Also Kaspero ambassador & early investor (2023).

REFERENCE

References available on request.