

CHAD BOULANGER

Rome, Italy

email: b4uleave@protonmail.com

Summary

Experienced technical executive in both startups and F500 organizations. Successful in setting digitalization strategies, revenue execution, and managing dispersed teams selling complex artificial intelligence (Gen AI, ML), Industrial, Sustainability, and cloud (AWS, Google, and Azure) solutions. Helping clients in the C-Suite and GSI partners create their global strategies in the Financial Services, Manufacturing, and CPG segments. Appointed senior partner advisor to Intel Corporation for go to market in the Internet of Things segment. Track record of successful creation and execution of complex (\$100M+) programs with GSI partners and customers (EMEA and USA)

WORK

Amazon Web Services (AWS)

05/2022-present

Munich, DE

Principal, WW Manufacturing, and EMEA Financial Services leader

- Recruited to take ownership of EMEA in order to turn around an underperforming geography, within 8 months scaled the business to exceed 250% YoY revenue growth across Financial Services and Manufacturing (Automotive and Discreet)
- Created and drove EMEA mid-market pipeline program to increase number of mid-size (non-Global) customers, reducing single-customer dependence risk in Manufacturing and Auto. Resulted in increased revenue pipeline of 180% overall EMEA and 350% in DACH region over 10 months (through Sept 23)
- Working closely with the Financial Services Cloud VP at a key GSI partner, designed the first of its Strategic Collaboration Agreement (SCA). Conservative 3-year forecast of \$120M, an increase of 30X run rate (BAU) in the EMEA region
- As the global partner leader in Manufacturing for a large GSI; scaled the business over 300% CY20-21 and 210% YTD (Sept. 23) from CY22-23. Will achieve in excess of \$110M revenue for CY23 MFR segment
- During the European Energy crisis of 2022 (the war in Ukraine), conceived, and drove, a bespoke program across Europe, all GSIs (MFR, FS, CRL, SURE), to assist AWS cloud customers in securing compute power, reduce supply chain war effects, and energy cost risks. Built pipeline in excess of \$85M within 10-month timeframe. Program successfully added into Sustainability team for GTM scale and execution

Scope AR (Industrial Augmented Reality 4.0 startup)

11/2019-07/2021

Amsterdam and Rome

Vice President, EMEA

- Built out new EMEA geography for the startup. Responsible for staffing in Field Engineering and Sales, landing new key accounts JP Morgan, Rolls Royce, Unilever, Schneider Electric, and NTT Data
- Created mid-market program to increase number of smaller customers. Resulted in increased revenue pipeline of 380% and decreased time to close by 40%
- Developed and executed an OEM high-volume IT strategy white label program, projected to hit \$6-10M USD in 24 months with NTT Data, Schneider Electric, SHI, and JP Morgan. Customer revenue lifecycle is much longer with this program implemented (3-year initial contracts vs 1-year average)
- Created internal review process for global and enterprise customers to increase customer satisfaction and reduce touch rate at each stage of customer lifecycle. Resulted in two global customers successfully

scaling (a first for the company) with multiple regions across the product portfolio. Revenue increase of 35% for EMEA due to the process

INTEL CORPORATION

2016-2020

Global

Member of the Board of Advisors (PT)

- Appointed to advise Intel in the Solutions space for IOT, Artificial Intelligence
- Lead C-level executive working group to develop go to market strategies for working with alliance partners
- Act as SME and reference point for intel executives in the AI IOT segment (global)

FOGHORN SYSTEMS (edge AI startup, acquired by Johnson Controls) 2018-2019

Amsterdam, NL

Investors included Intel, Bosch, Honeywell, GE, and Saudi Aramco

Vice President, EMEA

- Recruited by GE Ventures (investor) to build out a new geography. Responsible for staffing, creating new revenue and growing key accounts like Porsche, Daimler, Bosch, and Saudi Aramco (investors and customers). Worked, and sometimes competed with, Google Cloud, Microsoft Azure, and AWS
- Managed the global analytics (machine learning and artificial intelligence) partner pipeline and sales of our IoT platform for all segments. Top segments for revenue were Industry 4.0, Automotive, and Oil & Gas
- Developed and drove EMEA pipeline for Foghorn sales teams to hit aggressive revenue targets with alliance and OEM partners (Google, AWS, Intel, Bosch) and connected devices (vehicle AI, industrial machinery, analytics, Predictive Maintenance)
- Created new channel alliance and OEM partners in geography (enterprise software, cloud, data science)
- Industry 4.0/IOT spokesperson and presenter at EMEA trade shows and customer events (Google, AWS)

PREDIXION SOFTWARE (edge AI startup, acquired by Greenwave Systems) 2014–2017

Amsterdam NL

Investors included GE and Accenture

Global Vice President, Alliances & OEM Business Development (IOT)

- VP and second-level manager for team of eighteen in Sales, Engineering, Data Science, and Alliances
- Global Sales leader for Internet of Things (IoT) software and services platform
- Reporting to the CEO (Predixion, prior to acquisition), developed crucial company sales and product strategy to sell our real-time edge analytics technology into the Industrial segment, global silicon providers, energy providers, ISV's and ODM partners to create a long-term revenue stream
- Generated \$4M in new revenue executing new strategy I developed. Increase of 80% in contract revenues after pivot to new segment
- Drove product marketing strategy, signed multiple global OEM partner contracts (USA, EMEA & China)
- Partnered with CFO and CEO to reduce company burn rate by 60% while still growing revenue
- Created and chaired a cross-industry Platinum Council for IoT with GE, Microsoft, and Intel

Dublin IE, London UK, and Washington, DC USA

Accounts Director, INDUSTRIAL (2010–2014)

- Promoted to lead global Industrial accounts and build cohesive strategy for GE, Honeywell, and Siemens
- Sold \$60M+ in enterprise software, services hardware from a base of \$28M in 15 months
- Turned around struggling team to #1 position over 12 months through extensive coaching, mentoring
- Graduate of Dell's selective European Leadership program
- Negotiated complex global agreements with Legal, Finance, and Regulatory. GE, Siemens, Raytheon, and General Dynamics are example customers
- Developed sales trainings and official customer presentations on Industrial Automation and Embedded Medical verticals. SME for IOT for the OEM team (SUSE Linux, Canonical, Microsoft, and Intel)

Accounts Director and Systems Engineer, Global Corporate Customers (2005–2010)

- Recruited to start up OEM Division in EMEA (Ireland & UK based). Returned to US to head Siemens team
- Responsible for Global OEM sales teams on Siemens, Honeywell, GE, and Carestream
- Drove EMEA country leads and solutions technical team to develop global solutions around complex support models for Oil/Gas, Energy, and Medical segments in cloud and hybrid models
- Developed and executed go to market resulting in \$30M in enterprise software, services, and embedded hardware revenue for OEM from Global Segment in UK (FY2009–2010) from base of \$8M over 18 months
- Achieved multiple design wins for multinational clients exceeding \$20M

INTEL CORPORATION**1997–2004**

USA

Product Manager & Technical Sales Manager

- Global lead for Business Unit teams representing networking silicon and software, Storage & Wi-Fi
- As Sales manager, led team to increase customer sales from \$27M to \$78M within 12 months
- Ranked in top 1% of producers with sales exceeding quota by 200%

Example technical projects

- Generative AI (GEN AI) pilots in Financial Services and Automotive clients (NDA)
- Industry 4.0 Manufacturing: Germany, UK, and USA (Siemens, Bosch)
- Global datacenter maintenance optimization with Augmented Reality (JP Morgan)
- German tier 1 automotive supplier embedded AI platform (NDA)
- Oil/Gas IOT machine learning analytics platform deployments (Saudi Aramco)
In-vehicle CPU driver predictive behavior AI system for fuel savings and performance (NDA)
- Vehicle vision multi-factor authentication for driver recognition (Porsche)
- Global AI software OEM for datacenters, AI service chatbots, manufacturing (NTT)
- Smart Cities & Buildings (NDA)
- Aerospace manufacturing Industry 4.0 implementation with AR (Rolls Royce)

EDUCATION**M.B.A., Thunderbird School of Global Management, USA / Austria****B.A., University of Texas Major: Political Science Minor: Russian Studies****MILITARY****United States Army, 1/509th Airborne Infantry Battalion**

Airborne Cavalry Scout, OPFOR Russian unit