

Julien Fouriot

*International Sales Director · Government and Enterprise Key Accounts
Market Development across Four Continents · Multicultural Team Leadership*

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PROFILE

Nearly 30 years leading international B2B and B2G sales organisations across Europe, Africa, Asia and the Americas, with a focus on long-cycle sales to government and state-owned buyers: public tenders, sovereign identity contracts, telecom operator partnerships and multi-country distribution agreements.

Since 2022, commercial director for the Identity business of Surys (IN Groupe): €65M in 2024, an eight-person sales team across four regions, government customers and sovereign tenders. Previously grew TCL's African business from \$50M to \$200M and built the 40-person pan-African organisation behind it.

Entrepreneurial track record: acquired, turned around and sold an SME using personal funds. Direct exposure to cash flow, margin and risk, not revenue alone.

Paris-based, home office, up to 60% international travel. Open to portage salarial or an Employer of Record arrangement for companies without a French entity.

CORE COMPETENCIES

- International sales leadership and team build-out
- Complex B2B / B2G negotiation and public tendering
- Market entry and distribution channel management
- Portfolio strategy: retention, high-potential accounts, new partners
- P&L ownership and commercial performance management
- Multicultural and remote leadership (up to 40 people)
- Sales delivered across four continents, including 12 years posted abroad
- Pricing strategy, margin discipline and cash-flow management

PROFESSIONAL EXPERIENCE

Head of Global Sales – Identity | Surys (IN Groupe – Imprimerie Nationale)

Bussy-Saint-Georges, France · August 2022 – November 2026

- Commercial leadership of the Identity business within the Secure Components Division: highly secure identity document components (optical, electronic and digital solutions) — government customers, long decision cycles
- Direct management of an eight-person sales team covering Asia, the Americas, Europe and MEA
- Reorganised and localised the worldwide sales force
- Member of the Identity business executive committee
- Revenue under management: €65M in 2024, up 25% on 2023
- Involved in strategic bids with significant technical and financial complexity

Africa Sales Director | Crosscall

Cape Town, South Africa · June 2018 – August 2022

- Launched Crosscall — French manufacturer of MIL-STD-810 rugged terminals built for security forces and professionals operating in hostile environments — across five African markets: South Africa, Senegal, Tunisia, Ivory Coast, Kenya
- Selected and managed distributors; secured listings with national telecom operators
- Built the business from zero to €1M in recurring annual revenue
- Held in parallel with the general management of SRENTAL (below): two businesses run simultaneously over four years

General Manager (Entrepreneur) | SRENTAL

Cape Town, South Africa · January 2018 – August 2022

- General management held in parallel with the Africa Sales Director role at Crosscall, throughout the period
- Acquired and turned around the company using personal funds
- New organisation, rebranding and end-to-end digital transformation
- Created a new product range and set up direct sourcing from China
- +72% revenue over 24 months (2018-2019), growth halted by the Covid crisis
- Business sold to the GL Events group at the height of the Covid crisis, an exit executed in a closed market

Africa Sales Director | TCL Communication

Johannesburg, South Africa · June 2010 – December 2017

- Grew African revenue from \$50M (2010) to \$200M (2016) — a fourfold increase in six years
- Built and led a pan-African organisation of 40 people across multiple countries
- Negotiated and managed agreements with major operators (MTN, Airtel, Orange) and regional distributors
- Secured listings in more than 20 markets, across both operator and open-market channels
- Member of the TCL Mobile executive committee

Northern Europe Sales Director | TCL Communication (Alcatel Mobile)

Nanterre, France · January 2007 – June 2010

- Relaunched the business in France, Benelux and the United Kingdom
- Built a 12-person European commercial team
- Grew revenue from \$80M to \$125M (+56%), with profitability up 300% over three years
- Key operator accounts: Vodafone, T-Mobile, and pan-European distributors
- Member of the European executive committee

UK & Ireland Sales Director | Alcatel Mobile Phones, then TCL Communication

Nanterre, France · January 2004 – January 2007

- Relaunched Alcatel mobile phone products in the UK and Ireland
- Built and managed a local sales and marketing team from scratch
- *Business transferred to the TCL & Alcatel Mobile Phones joint venture, operational from August 2004*

Europe Area Manager, then SFR Key Account Manager | Alcatel Mobile Phones

London, then Paris, France · 1997 – January 2004

- Developed sales across the European region, first from London, then from Paris
- Owned the SFR key account: product listings, annual negotiation and operator commercial plan

EDUCATION

Master in Marketing Studies & Decisions – NEOMA Business School (ESC Rouen), France | 1996 – 1997

Diplôme de l'ESSCA – ESSCA School of Management, Angers, France. Four-year Grande École business programme | 1992 – 1996

LANGUAGES AND STATUS

French: native · English: fluent, professional level (12 years based in South Africa)

French national · No defence security clearance to date; eligible, subject to an employer-sponsored procedure