



Mehdi Mimouni

Enterprise Sales & AI for Social Impact



WhatsApp QR

Hybrid business and technical profile with strong experience in B2B sales, enterprise IT solutions, international business and AI product development. Growth-oriented entrepreneur with a proven ability to open opportunities, manage complex stakeholders, close high-value deals and translate technical AI products into practical impact. Particularly interested in helping mission-driven organizations across EMEA adopt reliable AI to improve operations, research, fundraising, programme delivery and decision support, with a strong ability to operate in Francophone contexts.

CONTACT

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SKILLS

- Enterprise Sales
- Full-Cycle Sales
- Strategic Partnerships
- EMEA Nonprofit & Public-Interest Markets
- Francophone Market Strength
- Complex Stakeholder Management
- Complex Procurement
- GDPR / Data Protection Awareness
- Negotiation & Closing
- AI SaaS
- LLM
- API
- Automations
- CRM
- Team Management

LANGUAGES

French	Native
English	Fluent
Spanish	Intermediate

EDUCATION

- **KEDGE Business School**
Master's degree in International Business
- **Bachelor's Degree**
International Business

 €2.7M+ enterprise deal closed	 Up to 24 salespeople managed	 ~\$1M monthly revenue overseen	 1,700+ AI SaaS paying users
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PROFESSIONAL EXPERIENCE

- **Founder — AI SaaS Platform & Digital Growth** 2023 – Present
 - Built and monetized an AI SaaS platform centralizing multiple AI APIs for image and video generation.
 - Acquired 1,700+ paying users and generated several hundred thousand dollars in under 6 months.
 - Owned product, sales, marketing, monetization, user support and growth strategy.
 - Developed hands-on expertise in AI workflows, automations, API-based products and user adoption.
- **Director of Sales & Marketing — INVA** Around 3 years
 - Progressed from Senior Sales Executive to Director of Sales & Marketing.
 - Sold B2B IT solutions across SMEs, enterprise clients and public-sector accounts, including local authorities.
 - Managed sales teams of up to 24 people and oversaw close to \$1M in monthly revenue.
 - Drove consistent monthly growth of 15–20%.
 - Personally closed a €2.7M enterprise deal.
- **Senior Sales Executive — Solocal** Around 1.5 years
 - Sold digital solutions including websites, online visibility and digital marketing services.
 - Rapidly progressed to senior position within 6 months.
 - Ranked #1 sales performer in the company.
 - Built strong foundations in consultative sales, outbound selling and SMB acquisition.
- **Export Manager — Proditex** Around 2 years
 - Managed international export contracts for industrial equipment valued between €500K and €1M.
 - Coordinated legal, logistics, financial, insurance and currency matters.
 - Developed strong expertise in international trade, cross-border coordination and complex contract execution.
- **Marketing & E-commerce Intern — Virgin Megastore Middle East HQ, Dubai** 2016 – 6 months
 - Supported marketing and e-commerce operations across regional digital projects.