

Arthur MAROQUENE FROISSART

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EDUCATION

INSEAD

MBA Class of December 2026

Fontainebleau, France
2026

- Executive member : ETA and Search Fund, Entrepreneurship Club, AI Club

IE Business School

MSc. Computer Science

Madrid, Spain
2018 - 2019

- 3.93/4.0 GPA · Top 1% of class · Excellence distinction
- IE Talent for Technology & Innovation Scholarship
- Post-graduation: Taught MBA classes on tech job acquisition, advised IE admissions, referred 20+ students to Salesforce

Hec Montreal (HEC)

Bachelor of Business Administration (BBA)

Montreal, Canada
2013 - 2017

- 3.96/4.0 GPA · Top 5% of class · Excellence distinction · BCGxUber Case Winner · KPMG ICC Strategy Finalist
- President of the HEC Consulting Club and Marketing Club · 15+ business case competitions across Canada
- Exchange Semester in Mexico · Specialization in family entrepreneurship in LATAM

EXPERIENCE

SALESFORCE inc

London, United Kingdom

Pioneer of cloud computing and the world's #1 CRM platform, \$42B revenue, 75,000 employees across 50+ countries

GTM Director / Account Executive / Business Representative

2019 - 2026

- Developed MuleSoft's Data & AI business from \$0 to \$10M ARR in 4 years across a 54-country African territory (customers in 14 markets), travelling on-the-ground one week per month to develop relationships and close enterprise deals from scratch
- Closed Salesforce's #1 emerging-markets deal of FY2025 (Africa's largest) after an 18-month sales cycle: EVP-sponsored, 7-unit multi-year partnership, board signature in Lisbon; earned Chairman's Club (top 0.2% of ~25,000 reps)
- Orchestrated an 8-person cross-functional team (solution engineers, BDRs, partner managers, value services consultants) to run the Africa business end to end, aligning account plans and shared objectives across the territory
- Delivered 55% CAGR growth over 4 years-contributing to Africa's ~\$125M Salesforce CRM business within a ~\$37.9B FY2025 global revenue company (FY2026 guidance \$40.5-\$40.9B)
- Drove enterprise sales across banks, government, and telcos, leading deals ranging from \$100K to \$10M+ in total contract value

SID Operator Angels

London, UK

Early-stage syndicate of 30 senior operators, \$250K deployed across 20+ investments

Angel Investor

2022 - Present

- Drive investment and capital allocation decisions within Sid Angels — a 30-strong syndicate with \$250K deployed across 20+ deals
- Deployed \$25K across 5 investments via a dedicated SPV, including Waro (environmental impact SaaS for fashion brands) and SustainSoft (ESG compliance automation); no exits to date
- Provided hands-on GTM and sales acceleration support to portfolio founders, leveraging enterprise software expertise from Salesforce to sharpen commercial positioning and customer acquisition strategies

L'OREAL

Montreal, Canada

World's largest beauty company, \$45B revenue, 90,000 employees across 150 countries

Senior Business Intelligence Analyst

2017 - 2018

- Launched a new business intelligence platform for the Active Cosmetic Division (\$120M revenue), delivering sales analysis tools adopted by 100+ users across Canada — lifted team satisfaction 200% and grew revenue 25% in 6 months
- Built a geostatistical sales model targeting 2,000+ Canadian retailers to prioritize revenue opportunities in the \$1.2B active cosmetics market

ADDITIONAL INFORMATION

- Hobbie: Pastry making (childhood passion; refined through experiences in Paris and Dubai)
- Sports: marathon (3h28), triathlon (25+), alpinism, sailing (HEC team; 5+ regattas), diving & freediving (PADI Level 1)
- Film: A. Inarritu (Babel), S. Lumet (12 Angry Men); Books: G. da Empoli - Online harm & disinformation Expert - (The Engineers of Chaos)
- Language: French (Native); English (Fluent); Spanish (Fluent); German (Beginner)
- Work authorisation: EU citizen & UK Settlement Scheme
- Software Knowledge: Salesforce, MuleSoft, Python, SQL, Tableau, SAP, Excellent PowerPoint and Excel skills, Financial Modelling, Claude

VOLUNTEER EXPERIENCE

Friends of St Martins NGO

Kibagare, Kenya

Active Member · Yearly On-the-Ground Visits to Kenya

2022 - Present

- Empowered education and empowerment of 500+ underprivileged children, alongside the CRO of Salesforce and other business leaders
- Raising funds from 500+ volunteers to support education for 1,000 students in Kibagare, one of Nairobi's largest urban slums

CERTIFICATIONS

2022 - Harvard Business School, Negotiation Mastery, Negotiation

2021 - Le Wagon, 6 months part time - Fullstack Developer, Web Development during 2nd year at Salesforce (Night's class)

2020 - University of Oxford, Venture Capital & Venture Finance Program