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BORN  
4<sup>th</sup> Feb. 1986

## ABOUT

About 10 years experience both running customer support teams, and then selling customer service software — in each scenario with energy and passion.

My goal is to understand a customer's business needs, and transform that into some form of solution definition, meeting or exceeding their measurable business goals for customer service. I aim to ensure customers understand the technical and business value the software can deliver.

While working for Zendesk:

Helped closing deals for a total of over \$3M ACV in 2016. Highest win rate with about ~60% of deals touched that closed.

Worked on the biggest EMEA wins such as Tesco, IBM, Booking.com, Just Eat, Lampiris.  
“Over Achiever” and “Enabler Of The Year” awards.

## EXPERIENCE

### ADT CONSULTING – CONSULTING – LAUSANNE, SWITZERLAND

Managing Partner & Founder

Oct 2017 - Present

- ▶ We support companies of all sizes to create unforgettable Customer Experiences by streamlining, optimising, and digitising their customer service operations.
- ▶ Specialties: consulting, strategy, implementation, training, post go-live support, custom development and migration.

### ZENDESK – SOFTWARE – LONDON, UK

Strategic Solutions Consultant

Jul 2016 - Sep 2017

- ▶ Partnered with the Enterprise & Strategic Sales team (mostly in UKI, France & AME) as a pre-sales consultant to develop account and opportunity strategies.
- ▶ Zendesk Talk specialist, helping reps across EMEA on opportunities where customers were interested in our contact centre solution.
- ▶ Created ROI model to submit ROI examples to prospects & analyse the gain of implementing Zendesk
- ▶ Built & demonstrated PoCs, lead the development of services proposals & Statements of Work.
- ▶ Trained the whole EMEA Sales & Account Mgmt. teams on how to do great product demos
- ▶ Speaker at customer events about customer experience, machine learning, and Zendesk in general.

Senior Solutions Consultant

Aug 2014 - Jun 2016

- ▶ Supported the Enterprise Sales team as a pre-sales consultant.
- ▶ Worked closely with Sales Enablement to train the Sales teams on how to do product demos. From on boarding to recurring certification.
- ▶ Created a generic Zendesk demo environment & an HR demo environment for the whole Zendesk Sales team, with over 50 integrations ready to demo

Customer Enablement Consultant

Feb 2013 - Jul 2014

- ▶ Proficient in customer support workflows and Zendesk's business applications and services offerings, with a focus on switching over from a 3rd party system to Zendesk.
- ▶ Worked closely with the Sales team on opportunities requiring specific customisations or technical expertise
- ▶ Supported the Account Management team with customisation requests from strategic accounts
- ▶ Technical Account Manager for key accounts
- ▶ Presentation of conferences about Zendesk & animation of training days (Bootcamp / Zen U)

### SELF EMPLOYED – CONSULTANCY – BRUSSELS, BELGIUM

Zendesk Consultancy

Jun 2012 - Feb 2013

- ▶ Small missions in SoHo to help starting companies improve their support environments
- ▶ Set up and integration of Zendesk with tools companies are already using

### MONDIAL TELECOM S.A. – TELECOMMUNICATIONS – BRUSSELS, BELGIUM

## Head Of Support

Apr 2012 - Feb 2013

- ▶ Managed a team of 4 in the wholesale Customer Support team. Reported to the CEO.
- ▶ Managed B2B accounts and followed up issues and change requests with Sales and Development team
- ▶ Worked in direct contact with Operations and Development team, following the Agile methodology for deliveries
- ▶ Pre Sales: demos to prospects; setting up test accounts to demonstrate the service, enabling specific features on a per prospect basis with Product team; implemented automatic reporting to track usage
- ▶ After Sales: recurring travel on-site to update the Customer Support teams working with us; demos of new features of the product over time.

## Service Manager Wholesale

Dec 2010 - Mar 2012

- ▶ Switched the whole company to Zendesk: migrating the old CRM/ticketing system to Zendesk; trained the employees to increase the ticketing flow; trained B2B customers' help-desks to submit requests efficiently; developed ways to automatically embed Zendesk information into other channels such as internal chat, SMS, emailing and monitoring services.
- ▶ Worked as a SPOC for B2B customers requiring assistance or change requests.
- ▶ Set up a "Labs" environment to allow beta testers to easily test the service and report bugs. Followed up bugs and features requests in JIRA with the Development team.

## Operations Executive

Oct 2008 - Nov 2010

- ▶ Helped in upgrading the whole customer base to a new service with minimum disruption.
- ▶ Helped in establishing a new provisioning system reducing by 30% the time necessary to manage a contract.
- ▶ Mobile telephony support: drafted user guides for the help-desk, provided assistance to customers using the GSM service.

## Sales Assistant (external)

Jul 2004 - Sep 2008

## BE-MAC – IT – BELGIUM

### Founder

Feb 2007 - Jun 2010

- ▶ First online community of french speaking Belgian Mac users (26'000 unique visitors and 100'000 page views per month).
- ▶ Managed the team of 12 people and controlled the content offered by 6 editors.
- ▶ Prospected advertisers and partners (ex: Apple, Inc.; Amazon, Inc.; Swisscom GmbH), set up online advertising campaigns.

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## EDUCATION

PERSONAL LEADERSHIP & INFLUENCE PROGRAMME (3 DAYS) – DDA CONSULTING

SALES METHODOLOGY: DISCOVERY AND QUALIFICATION (2 DAYS) – FRANKLIN COVEY

## EPHEC – BRUSSELS, BELGIUM

Marketing & communication bachelor

2006 - 2008

End of studies research: marketing approaches (strategic and operational) to increase the number of customers of BeTV (pay-TV channel) of 10'000 units a year with a budget of €2'700'000 using web communication – Completed 5<sup>th</sup> group out of 25.

## INTERNATIONAL HIGH SCHOOL LE VERSEAU – BIERGES, BELGIUM

Economic orientation

2003 - 2006

End of year research: "Start-ups and their economic model" – 82%.

## COLLEGE OF CHAMBLANDES – LAUSANNE, SWITZERLAND

Economic orientation

1996 - 2003

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## LANGUAGES

FRENCH – MOTHER TONGUE

ENGLISH – FLUENT

- ▶ Language practice in SprachCaffé Malta: diploma "advanced learner".

Jul - Aug 2003

GERMAN – LOW

- ▶ Exchange program in a host family in Wuppertal, Germany.

Apr - May 2002

DUTCH – LOW

- ▶ Basic understanding.

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## MISCELLANEOUS

### PUBLICATIONS

- ▶ Speaker at Service Desk Institute, London: “Artificial Intelligence and avoiding dark data”
- ▶ Speaker at UK Contact Centre Forum: “Modern Relationships & Machine Learning: What can we learn from internet dating sites?”
- ▶ Speaker at Customer Experience Worldwide: “Embedding Support in the Customer Journey”
- ▶ Publications about Customer Experience on [Medium](#)

### OTHER

- ▶ Volunteering for HeadStart: [HeadStart](#) London is a Mayoral initiative, delivered in partnership with The Challenge, to promote social action across the capital.
- ▶ Volunteering for the cafe theatre [L'Arrière-Scène](#): preparation of the scene, helping actors, managing the bar, ...
- ▶ Volunteering for [AddSalt Music](#): promoting the "be.Live Tour" festival by finding financial partners, overseeing sponsor stands and setting up equipment for concerts.
- ▶ Skier and sailer. Occasional golfer.