

Théo Le Breton

B2B GROWTH | DEMAND GENERATION | LIFECYCLE & GTM

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PROFILE

B2B growth marketer with **5+ years** across demand generation, lifecycle and GTM. First business hire at a pre-PMF SaaS, where I built acquisition channels and HubSpot systems. Now advising French startups and SMEs on customer acquisition and AI-assisted growth.

KEY ACHIEVEMENTS

- Managed a B2B portfolio generating **~€350k** in annual revenue (2023), including renewals and upsells.
- Built LinkedIn outbound prospecting that generated **~7-10** B2B discovery conversations/week at peak, alongside separate cold calling and email.
- Built **HubSpot Marketing and Sales Hub** systems from scratch, connecting segmentation, lead scoring, nurturing and sales workflows for **~2,000** B2B contacts and **~3,000** learners.

CORE COMPETENCIES

Demand generation	ICP & messaging, segmentation, cold email/calls, LinkedIn, webinars & events
Lifecycle & RevOps	HubSpot, lead scoring, MQL-to-SQL, nurturing, CRM reporting & handoffs
Organic acquisition	SEO & content, landing pages, conversion journeys, GA4 & Search Console
AI & automation	n8n, Make, Claude Code, Airtable & API-led workflows

PROFESSIONAL EXPERIENCE

SOLUTIO · Independent consultancy · France 2025–Present

Growth Strategy, Acquisition Audits & AI Automation

- Audit **acquisition strategies** for French digital startups and SMEs, assessing ICPs, positioning, channel mix and conversion paths to prioritise growth tests.
- Built outbound sourcing for a web studio: **18,175** prospects sourced, **1,101** ICP-matching contacts; automated initial outreach and follow-up handover.
- Delivered **seven production business applications** for one consultancy, supporting the workflows of **30+** consultant users through AI-assisted development.
- Built **TrouveMonSaaS**, a SaaS discovery platform with automated catalogue research, search-intent content and affiliate programme operations.

TINYCOACHING · B2B2C EdTech SaaS · France 2020–2024

Growth Marketing → Founding Sales, GTM & Customer Success

- Joined as **first business hire** before product-market fit; partnered with the founder on ICPs, positioning, acquisition priorities and sales processes.
- Ran **multichannel B2B acquisition** across calls, email, LinkedIn, content, webinars and events, testing messaging and calls to action for qualified demand.
- Built landing pages and lead-capture journeys for **three VivaTech editions**, linking QR opt-ins, offers and follow-up to nurture buyer interest.
- Created **sales-enablement playbooks** for enterprise deals: pitches, demos, objection handling and proposals.
- Connected marketing with **enterprise sales**, adoption, renewals and upsells; managed two colleagues and routed buyer feedback to Product.

Earlier Saint-Gobain / Placo® — Marketo 2018 · Sextant Properties — Business Development 2018–19 · Suko - Funding Sales 2017

EDUCATION, AI CERTIFICATIONS & LANGUAGES

EDHEC Business School	BBA, Global Business · 2014–2018
AI certifications	Google AI Professional Certificate · IBM AI Literacy · Anthropic Claude Code in Action
Languages	French (native) · English (fluent) · Spanish (advanced)