

# LADRECH Tristan

Account Executive | AI & Enterprise Technology Sales

Paris, France  
ladrech.tristan@gmail.com  
+33610425420  
[www.linkedin.com/in/tristan-ladrech](https://www.linkedin.com/in/tristan-ladrech)  
<https://tristanladrech.fr/>



## Professional Summary

Strategic Account Executive with 5+ years driving revenue growth in AI, Workplace, and data-centric solutions for enterprise clients. Proven track record in closing Enterprise deals, driving startup ecosystem, and leading cross-functional teams to deliver tailored AI solutions. Skilled in navigating complex sales cycles, value-based selling, and building lasting C-level relationships. Passionate about the transformative power of AI and its application across industries.

## Key Achievements

- 💰 Built and managed pipeline of \$38M, maintaining a constant growth on accounts I cover.
- 📈 45% YoY growth in key account segment through AI-driven upsell strategy
- 🏆 Led adoption of GenAI tools in FSI accounts, becoming the top seller of GPU Flex with Dell Worldwide.

## Professional Experience

### Intel – Global Account Executive for Large Enterprise – FSI

- Paris | 📅 2024 – Present
- Drove long-term sale strategies around IT journey of top-tier FSI clients.
- Owned full sales cycle for Intel products and AI solutions with deals averaging \$200k–\$3M
- Worked with CTOs, Heads of Data, and Procurement to build tailored AI value propositions.
- Partnered with Pre-Sales, Solution Architects, and Customer Success to ensure POC-to-production success
- Acted as Intel's primary point of contact for key French GenAI startups, shaping strategic dialogues and technical partnerships with Hugging Face, Mistral AI, Giskard, and Domino AI, hence contributing to Intel's startup GTM strategy in France with top GenAI players.

#### Key Wins:

- Closed \$6.8M deal with Crédit Agricole by demonstrating AI PC value with an ROI of 150% solely on Security.
- Broke into BPCE with Intel GPU, unseating incumbent and securing the GPU fleet

### Intel Corporation – Pre-Sales Engineer – Automotive, FSI & Luxury Accounts

- Paris | 📅 2020 – 2024
- Drove long-term technical strategies, IT transformations and solution architectures, supporting large enterprise sales across covered accounts.
- Worked with CTOs, Heads of Infrastructure, and Architects to design and validate AI, Cloud, IoT, and Workplace solutions across Intel's portfolio
- Engaged with OEMs, CSPs, and ISVs to co-develop scalable customer solutions and accelerate go-to-market execution
- Partnered with Global Account Executives and BU experts to ensure alignment between business value and technical execution

#### Key Wins:

- Supported Intel's Data Center GPU entry into BNP by designing customized RAG solutions in 2023
- Contributed to multiple multi-million-dollar wins across BNP Paribas, Société Générale, Stellantis, LVMH and L'Oréal.

### Intel Corporation – Software Engineering Intern – Improve Deep Learning performance

- Paris | 📅 2020 – 2020
- Made ResNet-50 inference 19x faster on a Xeon 6252 CPU by:
  - Optimizing TensorFlow Graph for Inference (including quantization)
  - Identifying bottlenecks & efficiently optimizing the use of each core of the processor
  - Baseline: 90 images/seconds; Achieved: 1700 images/seconds
- Published a Public Intel White Paper about it, and proved the relevance of Xeons for inference

## Education

### Engineering Master's degree at INP ENSEEIHT and IMT Mines Albi-Carmaux - Artificial Intelligence & Fluid Dynamic

- Toulouse, Albi, University of Stavanger | 📅 2017 – 2020
- Deep Learning, Machine learning and NLP
- Local, Global and Hybrid Optimization
- Advanced Fluid Dynamic, Thermodynamic, CFD, and Grid management

## Skills

**Sales:** MEDDIC, Challenger Sale, Value Selling, Strategic Account Planning, C-Level, Account Management, BtoB IT Solution, Salesforce, Public Speaking.

**AI Know-how:** LLMs, Computer Vision, Predictive Analytics, API Integrations, Data Lakes

**Certifications:** AWS Solutions Architect Associate, Dale Carnegie Public Speaking.

**Over 5000 lines / Proven Knowledge:** Python, Pandas, PyTorch, TensorFlow, Numpy, Matplotlib, Shell, HTML, CSS, MATLAB

**Over 1000 lines or Familiar:** FORTRAN 90, PHP, JavaScript, Scikit-Learn, SQL, JSON, C++, Hadoop, MongoDB

**Languages:** French native, English fluent, Spanish B2, German A2

## Hobbies

**Sports:** Surf, Snowboard, Skateboard, Trail, Triathlon. **Music:** Guitar. **Learning:** Physics, Finance, New Technologies, Building Solutions (see my website).