ENTERPRISE SALES · DACH · INDUSTRIAL ACCOUNTS

Jean-Charles Das

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239%
OF QUOTA, FY25
BLUE YONDER

EUR 8M
TCV, LARGEST FY25 DEAL
5-YEAR SAAS RENEWAL

FY25
ROCKETSHIP CLUB
WINNER
BLUE YONDER GLOBAL
SALES

25 yrs
IN THE DACH MARKET
10 IN SALES, 14 IN
DELIVERY

PROFILE

I sell complex SaaS to German industrial groups, and I have sat on the other side of the table long enough to know how they decide.

25 years in the DACH market. The last 10 closing multi-year subscription deals with Tier 1 manufacturers, the 14 before that running supply chain delivery and consulting teams at Esprit, Toshiba, UPS and Accenture. At Blue Yonder I own a discrete manufacturing territory of DAX and Mittelstand groups in automotive, steel, sensors, building materials and aluminium. FY25 ended at 239% of quota and a Rocketship Club award. Since 2023 I build with AI in my own time: a private RAG on Qdrant, pipelines written with Claude Code, agent workflows on N8N and MCP, all on a server in my home office. I can demo without a sales engineer in the room.

EXPERIENCE

MAY 2023
TO PRESENT
Remote, DACH
Karlsruhe HQ

Senior Account Executive

Blue Yonder · EMEA Sales, Discrete Manufacturing (formerly JDA Software)

- Own a DACH book of 5 Tier 1 industrial accounts (automotive, steel, sensors, building materials, aluminium), earlier also pharma and semiconductors. Full cycle from outbound to signature, renewal and expansion.
- **Sensor and automation group, Q4 2025:** turned a strained relationship into an early renewal, closed as a 5-year SaaS agreement with a high 6-figure ACV upsell and about EUR 8M TCV. Rebuilt trust through a joint value blueprint, then orchestrated 20+ contributors across services, legal, pricing and presales.
- **Pharma and chemicals group, mid 2025:** moved a legacy on-premise planning estate to SaaS on a 5-year term at about EUR 1M a year. Negotiated ramp, sandbox scope and 5-year services rates with the customer and HQ.
- **Building materials group, 2024 to 2026:** from a paid blueprint to a signed cloud subscription agreement and a planning transformation SOW. Opened the US business unit at VP and supply chain leadership level.
- **Industrial conglomerate, since late 2025:** appointed account executive for the group. Running the retention of an automotive subsidiary with an executive business review and a multi-year, multi-plant repricing model, plus an active planning tender at the steel division.
- **Global tire manufacturer:** renewed the 2026 term of a worldwide planning contract (high 6-figure annual value), settled an indexation dispute, now positioning the on-premise to SaaS conversion.
- Quota trajectory FY23 50% (ramp), FY24 90%, **FY25 239%**, Rocketship Club FY25.

EUR 600K AVG ACV · 3-QUARTER CYCLES · ON-PREM TO SAAS · RENEWAL AND EXPANSION · SALESFORCE · CLARI

NOV 2021
TO APR 2023
Frankfurt, DACH

Product Account Manager, ITSM, ITOM and Observability

BMC Software GmbH

- Closed **EUR 19M TCV** in renewals and expansion across 15 Tier 1 DACH accounts, 70% licenses and 30% SaaS in the portfolio.
- Built a EUR 20M pipeline with cross-functional pursuit teams. 90% of target in the FY22 ramp year. Typical deal EUR 1M to 2M TCV on 3-quarter cycles.

OCT 2018 TO OCT 2021
Ulm, DACH and France

Corporate Account Executive

Transporeon GmbH · logistics SaaS, now part of Trimble

- Hunted and closed new SaaS logos with EUR 5B+ manufacturers across EMEA: BASF, BALL, thyssenkrupp Steel Europe, TotalEnergies, Shell, BP. 70% net new, 30% expansion.
- **200% of quota in 2020**, 3 new logos in a pandemic year. Built a EUR 3M TCV pipeline on consumption-based subscription models.

200% QUOTA 2020 · GREENFIELD HUNTING · CONSUMPTION PRICING

AUG 2017 TO SEP 2018
EMEA

Global Account Manager

GT Nexus · an Infor company, supply chain network

- Built a EUR 2M TCV pipeline from zero on 50 named manufacturer accounts. Cross-sold warehouse management, S&OP and compliance solutions.

OCT 2015 TO AUG 2017
Frankfurt, EMEA

Global Key Account Director

Elemica Inc · supply chain network for chemical and tire industries

- Managed a EUR 4M SaaS portfolio (Solvay, DSM, Michelin, Continental ecosystem). Closed EUR 1M and EUR 1,4M critical renewals, **110% of target in 2017**.
- Move from delivery into quota-carrying sales, inside the same company and the same accounts.

JAN 2013 TO SEP 2015
Frankfurt

Functional Delivery Director, Professional Services

Elemica Inc

- Led a 15-person delivery team on customer integration projects, on time and within budget. Introduced Tableau and OpenAir reporting and doubled team productivity and profitability.

JUL 2009 TO DEC 2012
Ratingen

Head of SCM Center of Competence

Esprit Europe Services GmbH · fashion retail, Europe

- Led an 8-person team of project managers and in-house consultants owning the supply chain strategic roadmap. Delivered EUR 5M+ programmes for VP and C-level sponsors, 6-figure annual savings through network and process optimisation.

DEC 2001 TO MAR 2009
Germany, EMEA

Supply Chain Consulting and IT Management

Accenture · Toshiba EMEA · UPS Supply Chain Solutions

- Manager, Management Consulting (fulfilment) at Accenture. EMEA SCM specialist at Toshiba: strategic SCM initiatives and 3PL negotiations. UPS SCS: EMEA after-sales operations for Dell, IBM and HP.

JUL 1999 TO MAR 2001
Germany

IT Project Manager

CAT Group · Renault vehicle logistics

- IT projects and change requests for the German operations, TMS subject matter expert, EDI onboarding of new customers (Volvo, Kawasaki).

BUILT, NOT BOUGHT

Since 2023, AI as a working tool on my own hardware, outside working hours. Not a certificate, a running system.

- Private RAG on **Qdrant** and FastAPI over 20 years of emails, contracts and scans, queried from **Claude Code** through MCP.
- Agent workflows on **N8N**: account intelligence, deal-desk prep, market watch with Telegram alerts.
- Docling ingestion, local models on Docker, custom MCP servers in Python.
- Used daily for account planning, white-space analysis and QBR decks. Preparation time on complex deals cut by more than half.

EDUCATION

Maîtrise Sciences et Techniques
Economics and logistics
Université du Havre, France

MEDDIC
Certified practitioner

LANGUAGES

French	*native*
German	*full professional*
English	*full professional*

EXPERTISE

Enterprise SaaS · MEDDIC · Full-cycle, outbound to close · Renewal and expansion · On-prem to cloud conversion · Value engineering · C-level and buying committees · DACH procurement culture · Consumption pricing · Account planning · Salesforce, Clari, Sales Navigator

INDUSTRIES

Discrete manufacturing · Automotive Tier 1 · Steel and metals · Chemical and tire · Pharma · Hi-tech · Building materials · Logistics