

Emmanuel Carpentier

Head of Marketing / Marketing Strategist

📢 *Specialist in B2B SaaS & GreenTech Growth Marketing*

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Profile Summary

Results-driven Growth Marketing expert with over 15 years of experience in B2B SaaS and GreenTech industries. Proven expertise in leading digital transformations, executing demand generation strategies, and building high-performing teams. Passionate about sustainability and leveraging technology to drive eco-conscious behavior and business growth.

Professional Experience

Senior Marketing Strategist

Nytro Marketing | EMEA South | 2022 - Present

- Partnered with 50+ SAP partners across 10+ countries, driving demand generation strategies that generated 1,400+ MQLs, 225 SQLs, and a €16M+ pipeline over two years.
- Specialized in campaigns for SaaS migrations, HR solutions (HXM), procurement systems, and customer experience (CX) tools.
- Delivered measurable results through multi-channel marketing and account-based strategies.

Head of Growth Marketing

Alveos EV | Dubai, UAE | 2021 - Present

- Led the launch of Easygreen by Alveos, a sustainable B2B greentech product reducing digital carbon footprints.
- Managed SEO and SEA campaigns with a €50,000 budget, achieving significant pipeline growth and a 70% increase in webinar attendance.
- Supervised a team of three, optimizing digital campaigns, automating workflows, and driving audience engagement.

CMO

ARGO Augmented Documents | France | 2020 - 2021

- Directed the rebranding and digital transformation, including a new website and Salesforce/Pardot migration.
- Increased digital visibility through comprehensive SEO, SEA, and content marketing strategies.

Team Lead & Marketing Consultant

SAP France, IBM DACH, Tata Communications, KonicaMinolta, Alveos | 2009 - 2019

- Developed and implemented demand generation campaigns, collaborating with system integrators and value-added resellers.
- Supported sales teams with tailored collateral, driving awareness of SAP solutions in the French market.

- Executed corporate and channel marketing campaigns for global clients, including IBM, Salesforce, and Zscaler.
- Achieved 17% pipeline growth as Head of Business Development at EasyCreaDoc (Alveos).
- Improved operational efficiency and partner engagement at KonicaMinolta by restructuring marketing activities.

Marketing & Communication Manager

Afflelou Optical Business | 2006 - 2009

- Organized the marketing and communication department of the group's 2nd brand with the help of a senior project manager and an assistant.

Advertising & Media Buying Manager for smart cars

Daimler France | 2000 - 2006

- Managed advertising campaigns and local store marketing campaigns, including launching CRM programs in France.
- Oversaw €7.5M annual budgets for media buying and strategic partnerships.

Account Executive

McDonald's France | 1997 - 1999

- Managed advertising campaigns and local store marketing initiatives.

Education

IEP Paris | Master's in Marketing & Market Studies

Growth Tribe Academy | Growth Marketing Crash Course (2021)

Skills

- Strategic Marketing: Demand generation, branding, market development.
- Digital Expertise: SEO/SEA, content marketing, automation tools.
- Leadership: Team building, cross-functional collaboration, agency management.
- Technical Tools: Salesforce, Pardot, Ahrefs, SEMrush, Mailchimp, Unbounce

Interests

- Sustainability Advocacy (Climate Fresk Member)
- Architecture, Tennis, European Culture