EDEFFY CONSULTING

Adrien Leaune

Interim Head of Sales & GTM Advisor | EdTech and HRTech

Paris, Lyon & Remote Europe · +33 6 31 10 13 41 · adrien.leaune@edeffy.fr · linkedin.com/in/adrien-leaune · edeffy.fr

I partner with EdTech and HRTech founders to bridge open Head of Sales roles, reverse conversion drops, and structure international sales teams and CRM workflows. Hands-on execution alongside sales managers from pipeline diagnostics to daily deal reviews.

PROFESSIONAL EXPERIENCE

Edeffy Consulting / Founder 2025 to present

Interim sales leadership, recruitment bridges, conversion and CAC turnarounds, and Salesforce/HubSpot rollouts for EdTech and HRTech companies across France and Europe (Paris, Lyon, and remote).

TRAC Education / Co-founder 2025 to present

B2B SaaS platform for objective job-skills assessments in hiring, internal mobility, and training. Led B2B go-to-market, secured technology partnership with Isograd Testing Services, and delivered initial enterprise pilots including In Extenso (4 bespoke accounting and payroll tests).

Superprof / Global Head of Sales (Independent Mandate) Aug 2024 to Jan 2025

16-person team across 10+ markets in Europe and the US. Hired 10 sales reps, structured direct and delegated management, built a hybrid in-house/BPO sales model, and deployed Salesforce with an implementation partner.

Raised lead-to-sale conversion by +4 percentage points to 15%. Redesigned funnel stages and built LTV/CAC P&L projections supporting the path to EBITDA-positive growth.

GoStudent / Head of Sales, French-speaking markets Feb 2021 to Jul 2024

Scaled the regional sales team from 40 to 130+ FTEs. Progressed from Account Manager to Head of Sales across France, Belgium, Switzerland, and Luxembourg.

+58% conversion rate and -52% CAC in 12 months. Rebuilt KPI tracking (MRR, CVR, LTV/CAC), led organizational restructurings, coached sales managers, and partnered with executive financial reviews.

ADDITIONAL EXPERIENCE

Drop Swim · Co-founder (since 2023). French technical swimwear brand: commercial development, pricing, and distribution.

easeXperience · Founder (2019 to 2021). Customer experience advisory: journey diagnostics and performance dashboards.

Alstom Transport · Customer Service Manager (2016 to 2018). Managed 20 people across RATP & Private Operators and EXPORT units.

EDUCATION, LANGUAGES AND TOOLS

Education · MSc in Entrepreneurship and Project Management (Université Polytechnique Hauts-de-France) · BA in Business Administration (IAE Lyon).

Languages · Native French · English (C1) · Spanish (C1).

Tools · Salesforce, HubSpot, Tableau, and Power BI.