

# Cyril Moreau

Irvine CA • 202.258.5376 • [cyril@internationalexecutiveconsulting.com](mailto:cyril@internationalexecutiveconsulting.com) • [LinkedIn](#)

## C-LEVEL EXECUTIVE | BOARD MEMBER | OPERATING PARTNER

HIGH-TECH PRIVATE EQUITY • WORLD-CLASS TEAM LEADERSHIP • GLOBAL BUSINESS STRATEGIES

Built Tremendous Shareholder Value | Strengthened Investor & Board Relations | Led Teams of 250 | Managed > \$100M+ P&L

### Unwavering Passion for Discovering and Optimizing Opportunities for Growth and Profitability

Visionary executive accomplished in designing ground-breaking solutions for global organizations. Exceptionally well-versed in all aspects of strategic business development with an impressive track record of generating multimillion-dollar sales growth and expanding revenue streams. Decisive, strategic, and results-driven with an extraordinary talent for building channel partnerships and customer loyalty for the long-term. Committed to improving bottom-line profitability while achieving the highest levels of customer satisfaction. Extensive experience in the development, coaching, and leadership of cross-functional personnel. Fluent in English and French with basic Spanish language skills. French and US Citizen.

**Fractional & Board Leadership** - Proven track record guiding organizations through growth, turnaround, and international expansion. Experienced in supporting CEOs, investors, and boards as a trusted operating partner, fractional executive (CRO/CSO), and strategic advisor across SaaS, manufacturing, and tech-driven sectors.

## SPHERE OF INFLUENCE

Global Business Development  
Sales, Revenue, & Margin Optimization  
Inspirational & Proactive Leadership  
Financial & Budget Management  
Staff Supervision & Training

Startups & Turnarounds  
Operations Streamlining  
Company Roadmaps  
Tactical Sales Programs  
Capital Allocation

International Expansions  
Market Growth & Dominance  
Best-in-Class Client Service  
(SaaS) & IT Solutions Team  
Building & Motivation

## CAREER HIGHLIGHTS



- ▶ **Turned losses into profits, repositioning struggling company for explosive growth.** Within 18 months, increased sales 350%, reenergized teams, enhanced corporate culture, and achieved profitability for the first time in company's history. Boosted global revenue 50% and service utilization 75%.
- ▶ **Transformed underperforming global services division,** increasing delivery revenue by 500% and customer satisfaction by 50% in just 4 years. Restructured operations for maximum efficiency and cost savings.
- ▶ **Realized recurrent revenue rate of 40% after introducing 15 new offerings.** Signed several \$2+ million, multi-year projects. Penetrated and dominated new markets in Australia, Singapore, Germany, France, Hong Kong, Dubai, Saudi Arabia, New Zealand, Brazil, the United Kingdom, and the United States.

## CAREER NARRATIVE

SUSTAIN-H ([www.sustain-h.com](http://www.sustain-h.com)), Montpellier, FRANCE

2025 to Present

*Business Consulting and Services.*

**Investor & Strategic Advisor**

They harmonize relationships between project leaders, investors and partners.

PRANACHAIN ([www.prinachain.com](http://www.prinachain.com)), Ontario, CANADA

2025 to Present

*Blockchain-powered Electronic Health Records platform.*

**Business Advisor**

By leveraging decentralized technology, PranaChain empowers patients, healthcare providers, and enterprises to securely store, share, and manage health records with trust and transparency.

CROWDKEEP ([www.crowdkeep.com](http://www.crowdkeep.com)), Washington, DC, USA

2024 to 2026

*Investor-backed IoT technology platform enabling agile, data-driven management of personnel, assets, and workplace conditions. **Advisory Board Member** Served on the Advisory Board, providing strategic guidance to the leadership team. Supported the company through its acquisition process by a public company, contributing to due diligence and transition strategy.*

RED LION PARTNERS ([rl.partners](http://rl.partners)), Los Angeles, CA, USA

2022 to Present

*An Independent Corporate Advisory firm for SME Clients Globally*

#### Partner

Strategic advisory firm for SME clients globally. Focused on corporate finance, capital markets, business development and M&A.

INTERNATIONAL EXECUTIVE CONSULTING LLC ([www.internationalexecutiveconsulting.com](http://www.internationalexecutiveconsulting.com)), Irvine, CA, USA

2010 to Present

Partnering with CEOs, founders, and investors to align growth strategy and governance.

*Consulting firm dedicated to achieving diverse business goals.*

#### Founder & CEO

**International Executive Consulting (IEC)** helps companies grow, expand, and transform across North America, Europe, and the Middle East. We deliver **fractional C-suite leadership, tailored consulting services, and market-entry roadmaps** that turn strategic vision into measurable growth. Trusted by CEOs, investors, and boards seeking rapid, sustainable performance. A few engagements include:

**Genesys Impact, PE-backed IT Consulting & Services firm** based in Washington DC. They are a technology solutions provider specializing in telecom, network, cloud, infrastructure and IT consulting services, serving clients across healthcare, education, government and professional services sectors. As **Fractional CRO** (Since March 2026) for their Managed Services Provider (MSP) division, I lead the commercial strategy and revenue growth function, with a focus on acquiring new enterprise and mid-market clients across regulated verticals. I drive end-to-end sales development from pipeline generation and outbound campaign execution to qualification frameworks and strategic partnership positioning, targeting \$10M in incremental revenue growth. This engagement combines hands-on sales leadership with the scalable, embedded model that defines effective fractional executive work.

*Family office / private investor-backed premium skincare brand based in New York. **Advisor to CEO & Interim/Fractional COO** | August 2020 – August 2022 Served as strategic advisor to the CEO on growth and international expansion strategy for this investor-backed cosmetics business. Transitioned into Interim COO role to restructure and realign Sales, Marketing, and Operations, driving improved efficiency and positioning the company for sustainable growth.*

**Advisor to CEO** | **FloorSoft Inc**, Dalton Georgia, USA | September 2019 – November 2019: Advisor to CEO on his strategy with his biggest account Lowes. Redefine completely the strategy and the options available to present to the C-Level at Lowe's.

**Advisor to CEO & Interim/Fractional COO** | **WhiteLabel Software LLC**, Charlotte North Carolina, USA | Since Jan 2018: Advisor to CEO on his M&A activities (targeted companies \$4M revenue, EBIDTA \$500k+). November 2018 – February 2023, Interim COO to re-structure the company including Sales, Marketing and Services/Delivery. We doubled the revenue every year since 2018 and increased the margin to 40%. Created new services offering and the average project size went from \$5k to \$40k with a few large projects \$150k-\$200k.

**Interim/Fractional COO + Board Member** | **VALT Enterprises LLC**, Sanford, Maine, USA | Nov 2017 – Dec 2018: Collaborate with Owners to structure business plan, design launch strategy and increase funding (\$30M).

**Advisor to Management Team + Board Member** | **Yolo Data Inc**, Ashburn, Virginia USA | July 2017 – July 2018: Advisor to the CEO and Board for their international expansion strategy.

**Board Member** | **Grainster LLC**, Little Rock Arkansas, USA | May 2017 – May 2018: Collaborate with Chairman, CEO, and Principals to develop the launch strategy, and increase funding (\$200M).

**Interim CEO/President, Board Member** | **COREWAFER INDUSTRIES INC.**, Pembroke Park, Florida, USA | 04/2013 to 07/2015: Optimized daily operations and instituted enterprise-wide turnaround strategy to stabilize finances for this struggling technology/semi-conductor firm.

- **Reduced 50% of the debt, stopped 70% business loss, and cut operational costs in half. Finished FY 2014 in the black, realizing the first profitable period in many years.**

**Advisor to CEO** | **THE SPACE TO PLACE, LLC**, Washington, DC, USA | 01/2012 to 06/2012: Structured and refined business plan and holistic strategies for this event planning startup.

**Interim/Fractional COO** | **LIVE FANTASY SPORTS**, Chicago, Illinois, USA | 03/2010 to 08/2010: Collaborated with CFO, CEO, and

Owner to structure business plan, design launch strategy, and increase funding.

**Interim/Fractional CEO** | IMMERSION LABS, LLC, Wilmington, Delaware, USA | 08/2010 to 02/2011: Developed/delivered business plan that appealed to venture capitalists (VCs), private equity firms, brokers, and investment banks. Presented complete financial projections, organizational chart, market overview, and investment risks. Designed high-impact marketing, sales, and pricing strategies. Engaged investors and third-party offshore developers in the United States, Asia, and Eastern Europe to produce company's first game.

- **Received 6 offers from different brokers, VCs, and an investment bank after proving 600% ROI within 3 years. Initiated hosting agreement and collected 3 estimates from offshore companies. Structured management team.**

STRATEGIC THOUGHT INC. Washington, DC, USA

2008 to 2009

*Acquired by Sword Active Risk in 2013 for \$150 million, company offered Risk Management Solutions and related services.*

#### **Senior Vice President Americas and Global Services / Board Member**

*Global Services:* Overhauled underperforming Global Services organization at this \$50 million software company with 100 employees. Served as board member while running services based in both the United Kingdom and the United States. Created new project methodology and market-right offerings to improve efficiency and grow revenue stream. Established formal implementation strategies and financial process. Ended unprofitable partnerships and closed Latin American market. Improved compensation plans and promoted top-performing team members into leadership roles.

- **Boosted revenue 50% and recurrent revenue 40%** after introducing 15 new offerings
- **Increased use of services resources from 45% to 75%** and improved customer satisfaction.
- **Brought daily revenue-per-resource rate from \$1,200 to \$2,400** – even after recruiting 10 new employees.
- **Signed several \$2+ million projects** and 3-year deals with 4 major clients.
- **Penetrated and dominated new markets** in Australia, Singapore, Germany, France, Hong Kong, Dubai, Saudi Arabia, New Zealand, Brazil, the United Kingdom, and the United States.

*Americas Operation:* Relocated to District of Columbia in order to turn around underperforming finances/operations. Transformed region by creating new organizational chart, support team, account management approach, and maintenance renewal process. Upgraded cash collection procedures and signed partnership programs with big 4 accounting firms. Led and motivated 50 sales, pre-sales, and support teams to peak performance levels. Oversaw human resources, marketing, and financial operations within the United States. Significantly improved productivity and client engagement by introducing effective methods, training programs, and new service offerings. Crafted powerful account management strategies.

- **Increased revenue 50%** and service utilization 75%.
- **Surpassed sales quota for the Americas market by 350%** after implementing revolutionary new sales approach.
- **Achieved first-time profit for the Americas** with 40% earnings before interest and taxes (EBIT).
- **Recovered \$2 million in maintenance revenue** within 3 months of installing new cash collection procedures.
- **Cleaned up payment backlog**, bringing it from \$4+ million at 90+ days to <\$500,000 at 60 days.
- **Maintained 100% customer retention rates** in the United States and maximized customer satisfaction.
- **Garnered new customers from Asian Market** and attracted 100+ customers to the Americas User Conference.
- **Won lucrative government contracts with NASA and Lockheed Martin** after successfully repositioning business in the marketplace. Submitted winning GSA schedule application.

THOMSON REUTERS ELITE DIVISION, London, UK

2006 to 2007

*Enterprise business/financial management software company with 600 employees that generates \$200 million in annual revenue.*

#### **International Senior Client Services Director (Europe, Middle East, Africa, Asia Pacific)**

Optimized financial performance of Client Services organization while hiring/managing 250 technical experts and certified project managers throughout the United Kingdom, Australia, Dubai, and Hong Kong. Defined mandatory methodologies for pre-sales, bids, and services delivery. Introduced SLA and customer service best practices; implemented customer satisfaction survey. Forged partnerships in the Middle East. Formulated and spearheaded offshore services strategy, creating new services, implementation methodologies, and support infrastructures. Directed \$100 million P&L.

- **Increased annual revenue from \$12 million to \$70 million** while bringing utilization of services to 75%.
- **Added \$38 million total revenue** and improved sales 25% in Asia Pacific region.
- **Boosted customer satisfaction scores 30%** with new 24/7 availability for global customers.
- **Signed first project in Dubai valued at \$2 million** and established offices in Hong Kong, Dubai, and Australia.
- **Closed new contracts worth several million dollars.** Secured major accounts in 8 new global cities.
- **Successfully delivered company's largest project;** greatly enhanced delivery quality/volume.
- **Raised annual maintenance revenue to \$9 million** and increased licenses/services ratio to 3:1.

PANACEA LTD, London, UK

2005 to 2006

Leading software company with 100 employees serving 400+ clients across the United Kingdom.

**Interim Development and Services Director, Board Member (Contract Position)**

Designed new business structure and pricing strategy to increase efficiency and market competitiveness. Generated forecasts, built robust sales pipeline, and proposed renegotiation of reseller agreements. Installed bidding, services engagement, and pre-sales processes. Finalized management buyer process and formulated ISO 900x audit response strategies. Engaged Services and Development Departments during initial sales/bidding processes to proactively identify potential issues. Supervised team of 25, reported directly to CEO and Executive Board, and controlled \$5 million P&L.

- **Ensured great future for client** by signing agreement for long-term investment.
- **Dramatically improved revenue, margins**, utilization, cash flow, and quality of service delivery.
- **Negotiated key strategic partnerships** with Business Objects, Microsoft, and Sage while rapidly expanding sales pipeline throughout Europe.

NIKU, London, UK

2001 to 2005

Provider of enterprise portfolio management software solutions acquired by CA in 2005 for \$345 million.

**Director Global Services EMEA (Europe, Middle East, and Africa)**

Combined Customer Support and Professional Services Departments to optimize staffing levels, margins, synergies, and customer satisfaction for this \$100 million software developer. Closed offices in several countries and modified HQ methodology to respond to European demand. Recruited new resources to cover technical skills/languages in Europe. Created boot camp for partners to maximize revenues/margins. Managed \$20 million P&L.

- **Exceeded annual revenue quota by 130%** and grew profit margin from 17% to 34%.
- **Increased quarterly revenue from \$250,000 to \$2.5 million** by partnering with sales team for major engagements.
- **Brought recurrent business from 0% to 30% of total services revenue** and boosted utilization 55% to 85%.
- **Grew team from 15 to 35 resources in 9 months** and reinvigorated Global Services team after downturn.
- **Improved customer satisfaction scores 50%** while developing major accounts in France, Singapore, and Germany.
- **Reduced backlogged cases 70%** and strengthened internal processes.

*Past success as Europe, Middle East, and Africa (EMEA) Sales Director at Datawatch Corporation.*

**Education & Credentials**

**Master’s Degree with concentrations in Information Technology, Finance, and Project Management** | EPSI, Paris, France

**Bachelor’s Degree with concentration in Software Development** | EPITA, Paris, France

**Certifications:** Oracle 7, Target Account Selling

**Organizations**

Member, Interim Management Association (IMA) | Member, International Association of Interim Executives

International Committee Member, University Club of Washington, DC | Member, The Maven Group

Registered Freelance Industry Expert Advisor, GLG Council

**Technical Summary**

iPad; Mobile Devices; Social Media; Cloud Computing; MySQL; Oracle; Microsoft Office Suite; Microsoft Windows; Server 2003/2008/008R2/2012; Mac OSX