

ANTOINE CUVELIER

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PROFILE

Senior SaaS Account Executive and former legal-tech founder. Top 3 Americas closer at HiBob on a **\$1M** AI-native HRIS quota (**112% in 2025**). Full-cycle motion: outbound and inbound pipeline, multi-stakeholder discovery-to-close, bilingual Canada including Quebec. Previously bootstrapped AI-enabled legal intake SaaS **0** → **\$37K MRR** — blank-page GTM. Seeking a **founding Canada Corporate AE** seat at ElevenLabs: ambiguity into pipeline, technical products into simple stories, AI-first operator who likes to win.

WORK EXPERIENCE

HiBob — Senior Account Executive · Toronto, ON · Jan 2022 – Present

- **112% of \$1M ARR** in 2025 (#3 Americas); **124% of \$700K ARR** in 2024 (#3 Americas); consistently top 10% global leaderboard.
- Own the full sales cycle — outbound and inbound pipeline, discovery, product demos, and close — selling Bob, an **AI-native HRIS**, to mid-market and sub-enterprise orgs (200–2,000 employees).
- Lead bilingual (English/French) multi-stakeholder cycles across Canada; value-based ROI narratives; procurement and security reviews including Quebec enterprise accounts.
- **132%** of ramping quota in 2022; **138%** of \$400K ARR annual quota by August 2023.

LawProcess.io (Legal Tech) — Co-Founder & Account Executive · Toronto, ON · 2020 – 2022

- Bootstrapped white-label, **AI-enabled** intake-automation SaaS for plaintiff law firms from **\$0 to \$37K MRR in 12 months** and **56 clients** in under two years.
- Built end-to-end GTM and a repeatable playbook: marketing automation + conversational intelligence for retention and operations.
- Sold and onboarded law-firm decision-makers; translated complex intake workflows into clear ROI outcomes.

SevenRooms — Account Executive, Canada Territory · Toronto, ON · 2019 – 2020

- Hit ramped quota (\$4K MRR net-new) ahead of plan; added \$6K–\$8K MRR per month across hospitality before COVID furlough.

Career Break — Full-Time Parent & Caregiver · Toronto, ON · 2017 – 2019

- Stepped away from full-cycle sales as a full-time parent of two; returned to quota-carrying roles in 2019 and beat target every year since.

Intalex Technologies — Senior Account Executive · Toronto, ON · 2017

- Closed **\$220K ARR** net-new within the first six months.

Bronto Software (NetSuite) — Senior Account Executive · London, UK · 2015 – 2017

- Promoted to Senior AE within 16 months; SaaS marketing automation to EMEA mid-market and enterprise retailers (\$15K–\$300K deals); averaged **130–149%** of quarterly target.

Meliá Hotels Intl / IHG — Global & Key Account Manager · London, UK · 2011 – 2013

- Managed and grew a **£6M** portfolio of global corporate accounts (UBS, GSK, Ericsson, IKEA, Deutsche Bank); overachieved 2013 target.

EDUCATION

MBA, Hult Ashridge International Business School (London / Shanghai) · 2014

Electives: Sales & Marketing, Behavioral Finance, Business Analysis & Valuation, International Negotiation.

SKILLS & LANGUAGES

Sales: Full-cycle · Outbound + inbound · Discovery · Demos · Value/ROI selling · MEDDPICC · Multi-stakeholder & enterprise cycles · Procurement & security · Founder-mindset playbook building

AI & tools: AI-native selling · Claude · ChatGPT · Gemini · Grok · ElevenLabs (voice clone / TTS) · Salesforce · Gong · Outreach · Apollo · ZoomInfo · Sales Navigator

Languages: English & French (bilingual) · Dutch (proficient) · Spanish (beginner)