

# Erwan HENRY

## ENTERPRISE SALES — AI & BENEFICIAL DEPLOYMENT · 9+ YEARS · ENGINEER & BUILDER

"I build markets where nothing exists yet — from €0 to €5.6M with no brand, no inbound, no shortcuts. Now for the most important technology of our time."

+33 7 69 46 86 86 · erwanhenry.eh@gmail.com · Nice, France · Available immediately · linkedin.com/in/erwanhenry · github.com/ErwanHenry

### WHY I BELONG AT ANTHROPIC

- Engineer (Mines de Saint-Étienne) who chose sales: fluent from system-prompt architecture to C-suite ROI conversation in the same meeting.
- Career pattern: dropped into markets with no brand, no pipeline, no playbook — I build the machine. Exactly what Anthropic needs in Europe right now.
- AI since 2023 (ChatGPT in daily workflow, then RAG & Custom GPT pilots at Addix); daily Claude builder for the past year — Claude Code since Aug 2025, Cowork since Feb 2026.
- I believe AI safety isn't a constraint on growth — it's why enterprises will choose Anthropic. Trust and transparency accelerate complex B2B deals.

### MARKET-BUILDING TRACK RECORD

#### AddixGroup — Sales Director, Enterprise Accounts

2022 – 2024

Cyber, Data AI & Cloud — built the enterprise sales engine

- Inherited zero pipeline. Built and led a 10-person sales team from scratch in 18 months.
- Wrote the entire commercial playbook: pricing, onboarding, KPI frameworks, sales automation.
- Closed **€5.6M revenue / €2M gross margin (2023)** — the largest year in the company's history.
- Sold complex CAPEX/OPEX cybersecurity deals to enterprise accounts on 6–12 month cycles.
- Contributed to early RAG & Custom GPT pilots for the group (2023–2024).

#### AddixWare — Agency Director

2020 – 2021

Sophia-Antipolis — led through crisis, delivered growth

- Managed the P&L of a 35-consultant agency (2 sales reps, 10+ active accounts, €3.5M revenue).
- Kept the business alive through Covid while competitors folded — **zero layoffs**; fastest post-pandemic recovery among peer agencies.

#### AddixWare — Business Development Manager

2016 – 2019

Aix-en-Provence → Sophia-Antipolis → Paris — the from-zero story

- Opened a new market in Sophia-Antipolis with zero network or brand recognition; grew the client base from nothing to 15 consultants across 5 enterprise accounts.
- Opened a second agency in Paris; recruited and mentored the founding sales hire.

#### Graixl — Sales Partner

2025 – present

AI-powered voice platform for recruitment · 50+ languages

- Selling an AI-native product to HR teams — mastering the AI buyer's journey and objection handling.

#### KYO — Co-Founder & Business Development Lead

2025 – present

Fintech / blockchain — crypto-backed payments on Kaspas · 0-to-1

- Full-stack founder work: GTM strategy, legal structuring, product roadmap, partnerships, community.

### AI & CLAUDE EXPERTISE

- **AI since 2023:** ChatGPT embedded in daily workflow; contributed to RAG & Custom GPT pilots at Addix (2023–2024).
- **Daily Claude builder (past year):** Claude Code since Aug 2025, Cowork since Feb 2026, plus API & MCP — Claude as a real operating system, not a demo.
- **Prompt engineering & architecture:** system-prompt design, tool-use chains, guardrails, CLAUDE.md memory, multi-agent workflows, custom skills & plugins for Claude Code.
- **Vibe coding & self-hosted infra (2025–2026):** full-stack apps with Claude Code, no code from scratch (CRM, finance tracker, resume tool); self-hosted production stack on a Hetzner VPS — n8n, Vaultwarden, Caddy, Cal.com.
- **AI training & enablement (2025–2026):** trains sales & ops teams on AI adoption; can demo, troubleshoot and architect Claude solutions, not just sell them.

### EDUCATION

**2011–2014** Mines de Saint-Étienne — Engineering Degree, ISMIN (Microelectronics, IT & New Technologies).

**2009–2011** CPGE Blaise Pascal, Orsay — MPSI / PSI (Mathematics & Physics).

### REFERENCE

Frédéric Ferlita — CEO, AddixGroup · +33 6 29 53 34 19 · frederic@addixgroup.fr

### LANGUAGES & MORE

**Languages** French (native) · English (C1, daily) · Russian (B1) · Italian (A2).

**Also** Kaspas ambassador & early investor (2023). Relocated multiple times, learned Russian for a market opportunity — I go where the work is.