

Enterprise Sales — AI & Beneficial Deployment

Erwan HENRY

9+ years • Engineer • Builder

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

+33 7 69 46 86 86 | erwanhenry.eh@gmail.com | Nice, France | Available immediately

WHY I BELONG AT ANTHROPIC

- I've spent the last 18 months living inside Claude — Code, API, Cowork, MCP, prompt engineering — not as a curiosity, but as my daily operating system. I don't demo AI; I build with it.
- My career is a pattern: drop me in a market with no brand awareness, no pipeline, no playbook — and I'll build the machine. That's exactly what Anthropic needs in Europe right now.
- I'm an engineer (Mines de Saint-Étienne) who chose sales. I speak fluent tech and fluent business. I can go from system prompt architecture to C-suite ROI conversation in the same meeting.
- I believe AI safety isn't a constraint on growth — it's the reason enterprises will choose Anthropic. I've seen firsthand how 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) — largest year in the company's history
- Sold complex CAPEX/OPEX cybersecurity deals to enterprise accounts with 6-12 month cycles
- Introduced AI-augmented sales workflows — automated prospecting, lead scoring, smart follow-ups

AddixWare — Agency Director

2020 – 2021

Sophia-Antipolis — Led through crisis, delivered growth

- Managed P&L for a 35-consultant agency (2 sales reps, 10+ active accounts, €3.5M revenue)
- Kept the business alive through Covid when competitors were folding — zero layoffs
- Recovered faster than any peer agency post-pandemic through network-first approach

AddixWare — Business Development Manager

2016 – 2019

Aix-en-Provence → Sophia-Antipolis — The from-zero story

- Opened a new market in Sophia-Antipolis with zero existing network or brand recognition
- Built the local 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

- Selling an AI product to HR teams — mastering the AI buyer's journey and objection handling
- Positioning AI automation (50+ languages, real-time skill assessment) to traditional enterprises

KYO — Co-Founder & Business Development Lead

2025 – Present

Fintech/blockchain startup — 0 to 1

- Co-founded and led GTM for a crypto-backed payment solution (Kaspa-powered)
- Full-stack founder work: legal structuring, product roadmap, partnerships, community

DEEP CLAUDE EXPERTISE

Prompt Engineering & AI Architecture

Daily practice since 2024

- Advanced system prompt design: multi-turn orchestration, tool use chains, structured outputs, guardrails
- Context architecture: CLAUDE.md memory systems, GSD framework, custom skills & plugins for Claude Code
- Multi-agent workflows: subagent delegation, parallel execution, context isolation, worktree patterns
- Built AI-powered sales automation: prospecting pipelines, ATS integration, lead qualification bots

Vibe Coding & Self-Hosted Infrastructure

2025 – 2026

- Built full-stack apps with Claude Code without writing code from scratch: CRM, finance tracker, resume tool
- Self-hosted production stack on Hetzner VPS: n8n automation, Vaultwarden, Caddy reverse proxy, Cal.com
- Process automation: n8n orchestration, webhook triggers, API integrations across 10+ services

AI Training & Enterprise Enablement

2024 – 2026

- Trained sales and operations teams on AI adoption: prompting, workflow integration, productivity gains
- Deep product knowledge across Claude ecosystem: API, Claude Code, Cowork, MCP servers, plugins
- Can demo, troubleshoot, and architect Claude solutions — not just sell them

EDUCATION

École Nationale Supérieure des Mines de Saint-Étienne

2011 – 2014

Engineering Degree – Microelectronics, IT & New Technologies (ISMIN)

CPGE Blaise Pascal – Orsay

2009 – 2011

Preparatory Classes MPSI – PSI (Mathematics & Physics)

LANGUAGES

French	Native
English	C1 – Professional proficiency (daily use)
Russian	B1 – Intermediate
Italian	A2 – Elementary

WHAT DRIVES ME

- Claude power user since early access — daily usage across Code, API, Cowork & the full MCP ecosystem
- Kaspa blockchain ambassador & early investor (2023) — drawn to transformative tech before it's mainstream
- Relocated twice, opened offices in new cities, learned Russian for a market opportunity — I go where the work is

REFERENCE

Frédéric FERLITA

CEO, AddixGroup

+33 6 29 53 34 19 | frederic@addixgroup.fr