

ADAMA DIOUF MILLS	
EXPERIENCED REVENUE OPERATIONS LEADER WITH EXPERTISE IN GLOBAL GO-TO-MARKET STRATEGY AND EXECUTION	
Paris, Île-de-France, France 0609945667 Mills. Adam@gmail.com	
Accomplished and results-oriented Revenue Operations leader with [Number] years of experience driving operational excellence and go-to-market (GTM) growth in the B2B/enterprise SaaS industry. Proven ability to lead and develop high-performing teams, implement strategic initiatives, and optimize processes to achieve significant ARR growth. Possess strong analytical skills and a data-driven approach to improving efficiency and effectiveness across all GTM functions (Sales, Success, Professional Services) on a global scale. AREA OF EXPERTISE:	
Revenue Operations Strategy & Analysis, Operational Improvement & Process Optimization, Project & Program Management, Training & Enablement, Tools & Technology Implementation, Stakeholder Management & Cross-Functional Collaboration, Global GTM Expertise, B2B & Enterprise SaaS Experience, Strong Communication (French & English)	
ACCOMPLISHMENTS	
- Demonstrated experience in analyzing market trends, competitor landscape, and internal data to inform strategic decisions. - Experience in using data to measure progress, track key metrics, and make informed decisions about resource allocation and strategy. - Strong leadership skills to motivate and develop a high-performing Revenue Operations team. - Proven ability to influence and manage stakeholders at all levels, including executives, country managers, and GTM leaders. - Understanding of relevant Revenue Operations tools and technologies (CRMs, marketing automation platforms, data analytics tools). - Ability to leverage technology effectively to automate tasks, improve data management, and enhance team collaboration.	
PROFESSIONAL EXPERIENCE	
HSBC Permanent City of Paris, Île-de-France, France Conseiller Patrimonial SCC/PEP	Jul 2020-Present
- Increase client assets under management by 15% through strategic advice and effective product recommendations. - Maintain regulatory expertise, including GDPR, client protection, and fraud prevention, ensuring strict compliance with legal requirements. - Promote a culture of respect and inclusion within the band by actively engaging with all members, creating a positive environment for collaboration. - Retain a demanding clientele by providing personalized advice and exceptional service. - Grow clients' wealth by recommending investment solutions tailored to their needs and objectives. - Ensure compliance with GDPR, client protection, and anti-fraud regulations.	
BNP Paribas Permanent Paris Non-Resident Wealth Advisor	Sep 2013-Jul 2020
- Provided personalized advice and service to high-net-worth individuals living abroad. - Offered tailor-made banking and wealth management solutions (loans, savings, insurance, day-to-day banking, etc.) to meet the challenges of international mobility, in compliance with the residency regulations of their country of residence. - Acted as the primary point of contact for private clients with wealth management needs. - Assisted clients in achieving their goals through key relationship moments, including thematic meetings (retirement planning, family protection, inheritance, etc.), wealth valuations, and optimization of financial assets.	
Crédit Agricole Assurances Région de Paris, France Technical Support Specialist	Apr 2011-Oct 2012
- Reduced response time through effective communication skills, ensuring rapid assistance for clients. - Achieved high first-call resolution rates through diligent troubleshooting efforts and thorough product understanding. - Analyzed financial information to develop personalized wealth management plans, recommending appropriate products and services to help clients reach their financial goals. - Provided exceptional customer service, promptly and effectively resolving inquiries related to the commercial, legal, tax, and regulatory aspects of financial products. - Delivered clear and concise explanations of financial products, services, and strategies, ensuring clients made informed financial decisions.	
Aviva Life Insurance Company Région de Paris, France Conseiller financier/assurance	Mai 2010-Avr 2011
- Increased customer satisfaction by providing personalized insurance advice and recommending suitable policies. - Worked in partnership with clients to define their wealth management goals (retirement planning, tax optimization, estate planning) and provide tailored solutions. - Conducted in-depth wealth assessments and provided personalized advice on investment options (securities, mutual funds, PEA, life insurance) aligned with clients' risk tolerance and financial objectives. - Proactively expanded the client base by delivering exceptional service, demonstrating thought leadership, and consistently exceeding revenue targets. - Developed and implemented marketing initiatives (campaigns, newsletters, online content) to increase client awareness and engagement.	
Ecobank Transnational Incorporated Chef de Projet Marketing Opérationnel Assurance-vie	mars 2009-sept 2009
- Optimized website content for better search engine ranking and increased organic traffic. - Managed a project to update life insurance contract documentation, ensuring regulatory compliance and improved clarity for clients. - Created and updated sales support materials (fact sheets, training manuals) for distributors, improving their understanding and sales effectiveness. - Implemented initiatives to encourage distributors to diversify their product offerings, such as conference calls and information sessions. - Optimized the effectiveness of marketing campaigns by enriching a database of commercial mailings and emailing for agencies.	
EDUCATION	
Supdeco La rochelle Master's degree, Commerce international 2007-2008	
Idrac Nantes Marketing et gestion d'entreprise, Commerce international 2003-2006	
Héci Baccalauréat en commerce (om) 2001-2003	
CERTIFICATIONS	
Ecole française Etude de la communication et des médias Etude 2018-2018	
- Livret 152h pour les professions de l'assurance - L'AMF	