

THE CASE IN ONE PAGE

Someone who builds the engine, not just runs it.

Fifteen years scaling B2B SaaS revenue, IC through VP — then I left to found and build my own product, 0 to €100K ARR in nine weeks. I build the acquisition motion where there isn't one yet, writing the product, the SEO layer and the funnel myself, then make it repeatable. That's the job you've posted.

9wks

0 → €100K ARR on a product I founded & built end to end

€200M+

B2B SaaS ARR managed across EU, MEA & North America

€20M+

ARR closed individually as an IC — still carrying a bag

WHAT I'VE BUILT — FOUNDER, ADVOCATE

- **0 → €100K ARR in nine weeks**, building the product, landing pages, SEO layer, funnel and AI engine myself.
- **A full product + growth stack, solo:** deal-execution engine, control plane, chat support agent, an observability console built around an acquisition-to-activation funnel, and the marketing site.
- **Growth systems by hand:** SEO/GEO prerender pipeline, JSON-LD, sitemaps, metadata; an outbound agent; a product built for PLG clarity.

ENTERPRISE SAAS REVENUE — IC THROUGH VP

- **€80K → €170K+ avg deal size** leading the upmarket motion at Wonderflow — motion built from scratch.
- **First multi-year contracts** with global brands: PMI, Michelin, Goodyear, Shiseido, Hill's, Purina.
- **Stood up US ops** — hired the first US AE, launched Austin, Texas.
- **€200M+ ARR managed** across regions; **€20M+ closed individually** as an IC.

MY KARMA SCORE AGAINST THE JD

Growth systems & automation	Excellent
Strong product mindset	Excellent
Analytical, funnel-native	Excellent
High-velocity experimentation	Excellent
B2B acquisition & ownership	Excellent
Native FR · Paris · mission	Excellent
Paid acquisition (Ads)	Solid, not expert

HOW I'D OPEN THE ENGINE

- **Make the product the funnel** — instrument signup → first course → first sim; make the Karma score the hook.
- **Own the regulation-and-search wave** — NIS2-driven intent, programmatic SEO, a free security-score tool as TOFU.
- **Build loops, not campaigns** — sim-result virality, MSP/insurer partners; paid once CAC & payback are proven.

France is the proving ground — whatever works here becomes the blueprint for the next segment and the next market.

Ridha