

JULIEN MOREL

Sales & Revenue Operations | Account Management

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PROFESSIONAL SUMMARY

8 years of international experience (Ubisoft) driving high-stakes commercial scopes (~\$250–300M), managing strategic partnerships and optimizing sales processes. HubSpot Revenue Operations & Sales Hub certified. Proficient in pipeline management, lead lifecycle, revenue forecasting and CRM automation (HubSpot, Make, GA4, Looker Studio). Le Wagon Growth Marketing Bootcamp (400h, 2025).

PROFESSIONAL EXPERIENCE

Key Account Manager WW, Microsoft | Ubisoft, Saint-Mandé

2022 - 2025



- Drove ~\$250–400M yearly revenue scope on the Microsoft account (Xbox/Game Pass, Ubisoft+)
- Managed the full lifecycle of 15+ Ubisoft titles on Game Pass & Ubisoft+: technical setup, promotional activation and in-game event visibility to maximize engagement and revenue
- Coordinated ~10 internal teams (marketing, tech, publishing, live services) to ensure quality and compliance of Xbox launches worldwide
- Led annual executive-level business planning with Microsoft, aligning Ubisoft commercial priorities with partner roadmaps

Key Account Manager WW, PC Digital | Ubisoft, Saint-Mandé

2019 - 2022



- Accelerated PC revenue growth by +10% annually by driving pricing, distribution and co-marketing strategies across major stores (Steam, Epic, GOG)
- Managed and grew a portfolio of 10+ external digital partners (stores, cloud gaming, proprietary platforms), maximizing distribution coverage and incremental revenue
- Doubled PC release operational efficiency by resolving technical issues on Ubisoft Connect and streamlining publishing processes
- Hired, trained and onboarded a Digital Game Keys Program Manager in 4 months, setting role priorities, deliverables and operational workflows

EMEA Digital Game Keys Program Manager | Ubisoft EMEA, Montreuil

2017 - 2019



- Secured and coordinated digital key distribution with 10+ EMEA partners (Nintendo, Sony, Microsoft, Google, Epic, Steam, Ubisoft Connect, cloud gaming) to maximize coverage at every launch
- Supervised 5–10 major title launches per year, optimizing publishing and QA processes to deliver worldwide releases meeting Ubisoft quality standards
- Evangelized digital distribution best practices across the organization, reducing operational friction and improving release effectiveness

HARD SKILLS

- CRM & Automation: HubSpot (RevOps & Sales Hub certified), Make, nurturing workflows, lead scoring
- Revenue Operations: Pipeline management, revenue forecasting, lead lifecycle, CRM implementation, process optimization
- Growth & Outbound : Webflow, SEO on-page, LinkedIn Ads, paid campaigns
- Acquisition & Analytics: GA4, Looker Studio, AARRR, AB testing, CRO, tracking, reporting
- AI & Productivity: Prompt engineering, AI automation, ROI optimization
- B2B Partnerships: Negotiation, co-marketing, strategic account management

SOFT SKILLS

- Cross-functional leadership & stakeholder management
- Results & ROI orientation — data-driven mindset
- Autonomy, ownership & proactivity
- Analytical rigor & complex problem-solving
- Executive communication

EDUCATION

Growth Marketing Bootcamp (400h) | Le Wagon, Bordeaux

2025 - 2026

Intensive training focused on data-driven marketing, technical automation, and performance optimization.



NEOMA Business School - Grande Ecole Program | NEOMA BS, Rouen

2013 - 2017

Programme Grande Ecole | Specialization in Entrepreneurship



Preparatory Classes ECS (Economics & Business) | Saint-Marie Grand Lebrun

2011 - 2013

Two-year intensive program preparing for competitive entrance exams to top-tier French business schools.



CERTIFICATIONS

HubSpot Revenue Operations Certification | HubSpot Sales Hub Certification

LANGUAGES

French (native) | English (fluent) | Spanish (Professional)