



# Anouar Assila

KEY ACCOUNT DIRECTOR

## CONTACT

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## LANGUAGES

German NATIVE  
Arabic NATIVE  
Moroccan NATIVE  
English FLUENT  
French PROFICIENT

## CORE SKILLS

Enterprise SaaS Key Accounts  
C-Level Consumption Growth  
Life Sciences / Pharma  
Negotiation Cloud Infra HPC  
Data Integration AI / GenAI  
Public Sector RFP / Tender  
TCO Modelling

## CERTIFICATIONS

Oracle Cloud Infra 2025 AI Foundations  
Oracle · Apr 2025

Oracle Cloud Infra 2020 Foundations  
Oracle · Jan 2021

★ ORACLE AWARD · GERMANY

## Biggest Consumption Growth FY22

Tech Cloud Sales — Enterprise & Public Sector, Germany

Enterprise technology sales professional with **9+ years** of experience selling complex SaaS, data, analytics and digital transformation solutions across Oracle, Qlik, Accenture and Linkfluence. Consistent top-performer: winner of largest German cloud deal in FY20 H2 and FY22 H1, Oracle FY22 Award recipient, **FY25 at 115% YTD**. Deep **Life Sciences & Healthcare** track record — major key-account deals with leading German pharmaceutical companies across clinical-trial data, AI diagnostics and HPC for drug discovery. Dual-studies foundation in Marketing Management with Sales & Distribution major. Multilingual native speaker (German, Arabic, Moroccan) with fluent English and French.

<b>115%</b> FY25 YTD ATTAINMENT	<b>€4.0M</b> SINGLE-DEAL FY25	<b>2,500%</b> CLOUD GROWTH (RETAIL)	<b>7-fig</b> DEAL IN 4 MONTHS
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## EXPERIENCE

- **Key Account Director** Nov 2024 — Present  
Oracle · Düsseldorf · Hybrid
  - ▶ **FY25 YTD attainment: 115.59%** — figures confidential, references available on request
  - ▶ Closed **7-figure deal in 4 months** through consultative selling and complex stakeholder management
  - ▶ Drove **€4.0M** single-deal booking and **€893K** usage growth YTD with anchor account in heavy industry
  - ▶ Partnered with customers across complex operational and regulated environments to accelerate digital adoption and data-driven decision making
- **Key Account Director · Key Account Manager** Jul 2022 — Oct 2024  
Qlik · Düsseldorf · Hybrid
  - ▶ Promoted to KAD in April 2023 after 10 months as Senior AM Key Accounts
  - ▶ Closed major German logistics net-new RFP deal in **record 3 months**
  - ▶ Owned all German major clients for Qlik Data Integration + Qlik Data Analytics — net new business, renewals and services
  - ▶ Full-cycle ownership from data-strategy discovery through C-level close
- **Senior Account Manager — Enterprise / IaaS & PaaS** Oct 2019 — Jun 2022  
Oracle · Düsseldorf
  - ▶ **★ Oracle Award: Biggest Consumption Growth FY22** — Germany Enterprise & Public Sector
  - ▶ Won **biggest German cloud deal** in FY20 H2 — and again in FY22 H1
  - ▶ Grew one enterprise client's cloud consumption by **2,500%** through multi-project implementation — flagship reference case
  - ▶ **Life Sciences flagship** — leading German pharma company: multi-project Oracle Cloud programme spanning clinical-trial data management & analytics and an AI solution detecting pneumonia on lung scans
  - ▶ **HPC for drug discovery** — on-demand high-performance compute for molecular-interaction simulations, clearing the overnight/weekend backlog and cutting time-to-result for R&D

## EARLIER EXPERIENCE

- **Sales Manager · Sales Executive · SDR** Jan 2018 – Sep 2019  
**Linkfluence (acquired by Meltwater)** · Düsseldorf, Germany
  - Promoted twice in 18 months — SDR → Sales Executive → Sales Manager, each promotion ahead of career-plan schedule due to over-attainment
  - Sold market-research reports on clinical / medical nutrition (Trinknahrung) and social-data-intelligence SaaS to a German life-sciences company
  - Sold SaaS (Radarly, Linkfluence Search) and research services to the DACH market; led CRM / marketing-automation for DACH
  - Managed Business Development team and DACH account portfolio as Sales Manager
- **Business Development Representative** Sep 2017 – Jan 2018  
**N3 (an Accenture company) / innotec Marketing** · Wuppertal · Lead generation for marketing-automation and IT-security clients
- **Founder — ANASCON** Feb 2017 – Dec 2017  
**Own agency** · Wuppertal · Sales + Marketing consultancy for SMB customers
- **Strategic Business Manager · Inbound Strategist Manager** Jan 2016 – Jan 2017  
**Pinetco GmbH** · Wuppertal · Promoted from Inbound Marketing Consultant
- **Dual Student — Sales Controlling** Oct 2013 – Dec 2015  
**PROAKTIV Management AG** · Cologne region

## EDUCATION

### Marketing Management Studies · 140 ECTS IUBH International University of Applied Sciences

Dual-Studies System · Major: Sales & Distribution  
Oct 2013 — Mar 2017 · Düsseldorf

Practice partners: PROAKTIV Management AG, Pinetco

#### STRONGEST MODULES (SALES-RELEVANT)

Sales & Distribution (20 ECTS · 1.9) · Vertriebsorganisation & Sales-Force-Management (1.3) · Besonderes Wirtschaftsrecht (1.3) · Business English (1.3) · Verkaufs- & Verhandlungstraining (1.7) · Personal- & Unternehmensführung (1.7) · Strategisches Vertriebsmanagement (2.3)

## INDUSTRIES SERVED

Pharma / Life Sciences · Healthcare · Steel & Heavy Industry · Chemicals & Specialty Distribution · Logistics & Supply Chain · Retail & Consumer · Public Sector · Transportation · Tourism · Enterprise Software & SaaS

## SIDE PROJECTS & TECH CRAFT

Active engineer and operator of several personal technology projects — hands-on with the same stack our enterprise clients evaluate. Staying close to the craft keeps commercial conversations credible at CIO, CDO and CTO level.

### dary (داری)

SOVEREIGN WORKPLACE AI

Local-first AI for German tax advisory firms. DSGVO-ready on-premise inference as alternative to cloud AI.

React · Python · llama3 · ROCm · Docker

### EVLVD

GAMIFIED LIFE IOS APP

Mobile companion app with Apple Health integration. TestFlight submission, subscription monetisation.

React Native · Expo · Supabase · RevenueCat

### Cluef / HoneyClean

AI IMAGE PROCESSING SAAS

Desktop app for AI-powered background removal. Cross-platform with performance-critical image pipeline.

Tauri · Rust · Vite · TypeScript

## KEY ACHIEVEMENTS

### ★ Oracle Award · FY22

Biggest Consumption Growth, Germany Enterprise & Public Sector

### ★ Biggest German Cloud Deal · FY20 H2 & FY22 H1

Two separate record-breaking deals within Oracle Germany in two consecutive fiscal years

### ★ Life Sciences & Healthcare Portfolio

Major pharma key-account deals: clinical-trial data analytics, AI pneumonia detection on lung scans, and HPC for molecular drug-discovery simulation

### ★ 2,500% Consumption Growth

Grew one enterprise client's Oracle Cloud consumption 25x through multi-project implementation

### ★ Louis August Jonas Foundation Scholar

Camp Rising Sun (NY) · 2007 · First German scholar with migrant background. Alumni include a UN Under-Secretary-General, a President of Harvard, and a Foreign Minister of South Korea.

HANDS-ON STACK Python · TypeScript · React · Rust · SQL · LLM / GenAI pipelines · GitHub Actions · Vercel · Supabase · Cloudflare · Docker