

Viktoriya Karpenko

Account Executive - Enterprise Accounts



Dynamic, resilient and agile, with a solid international background and multicultural communications skills, I combine strong expertise in enterprise sales with a focus on complex account management and revenue growth.

I joined Salesforce to master an effective sales methodology, spearheading the transformation of Enterprise Accounts across TelcoMedia & FSI industries, engaging stakeholders from Business and IT leaders to C-suite executives to drive deals forward.

With a strong track record in expanding existing accounts, identifying whitespace and scaling revenue across business units, I am now eager to bring this growth mindset to a leader in modern data infrastructure & AI, where I can leverage my commercial acumen and interest in data platforms to drive high-impact transformations.

Phone +33 6 21 26 73 67

Email viktoriyav.karpenko@gmail.com

Address 2 Square Alboni, 75016 Paris

[linkedin.com/in/viktoriya-karpenko](https://www.linkedin.com/in/viktoriya-karpenko)

About Me

Born in Ukraine and having spent half my life abroad, I've developed a naturally international mindset. Living, working, and building relationships across diverse cultures has shaped a global perspective that defines how I think, interact, and sell. Professionally, I lead with curiosity, operate with structure, and maintain a proactive approach at every step.

Outside of work, I stay grounded through tennis, painting, and exploring new places. Looking ahead, my long-term personal goal is simple yet fulfilling: to build a family life centered around travel, sports, art, and continuous growth.

Languages

English	Fluent
French	Fluent
German	Fluent
Ukrainian	Native
Russian	Native

Skills

- Enterprise Sales
- Modern Data Platforms & AI
- Complex Multi-Year Negotiation
- MEDDIC / MEDDPIC, BANT
- C-Suite & Technical buyers Engagement
- Strategic Account Development
- Project Management - 5 International Simultaneous projects, with over 10M€ budget

Achievements

Salesforce

FY26 | 6 New Logos - 142%

FY25 | 75%

FY24 | 200%

FY23 | 150%

FY22 | Top Performer - 350%

Experience

SALESFORCE France

Sr Account Executive

Feb 2024 - Present

Enterprise Corporate Sales | FSI & Telco Media

- FY26 : 142% quota attainment (€1M target) | 6 net-new logos | Banking, Insurance, Telco & Media
- Managed ~20 Enterprise Accounts and Subsidiaries across Global Banking & Insurance accounts, driving both net-new revenue and installed base expansion
- Ran complex, multi-stakeholder sales cycles (up to 15 months) engaging C-suite executives, CTOs, and Engineering/IT leaders — bridging business value and technical architecture across fragmented, multi-BU environments
- Deployed the full Salesforce 360 stack (Sales Cloud, Service Cloud, Marketing Cloud, Data Cloud, Agentforce) to modernize legacy architectures and unify customer data
- Activated a large partner ecosystem and orchestrated cross-functional teams (SEs, Architects, PS, CSMs, ISVs) to accelerate deal velocity

Key Achievements:

- Ellisphere (€200K ACV / €600K TCV) — Replaced 3 disconnected databases, no single source of truth, data quality issues with a unified Salesforce platform ahead of a company merger; 15-month cycle, CEO & Business Line Director engagement
- Crédit Agricole Leasing & Factoring — Converted a Salesforce-hostile CIO into an internal champion; €50K foothold grew into €200K+ multi-cloud expansion
- Generali Altapprofits — Reference customer, featured at Agentforce World Tour 2026

Business Development Representative / Automotive

Oct 2021 - Jan 2024

- In- & Outbound Pipeline Generation on French Enterprise key and strategic accounts
- Strategic Accounts: Stellantis, Renault, Michelin, other Automotive accounts
- Strong alignment with the larger ecosystem and the Global Account Managers on account strategy and decision-making

Key Achievement: Top BDR Performer - 350% FY 2022

FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE (FIA)

Senior Program Manager - Membership & Services

2015 - 2021

- Led "Mobility Worldwide" (MW), a 2M€+ post-COVID recovery program across 70+ FIA Members spanning LATAM, EMEA, APAC and CEE — covering Business Development, Diversification, and Digital Transformation.
- Managed a 10M€+ annual divisional budget, delivering a full redesign that achieved a 25% cost reduction. Simultaneously oversaw a separate 1M€ annual grant program.
- Designed and delivered content for FIA international events across 12+ countries. Reported directly to C-level executives, contributed to strategic planning, and presented at FIA governing bodies

BMW GROUP

VIP Sales, Customer Care and Marketing Intern

2014

Feb 2014 - Dec 2014, Munich, Germany