

# Quentin Lemarié

Applied AI, evidence and influence · Practical skills for future managers, grounded in enterprise sales

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## 3 countries

Netherlands, UK and France: 14 years based abroad, working in English

## 5 markets

Sold into France, Italy, Spain, Greece and the UK

## Sales distinctions

President's Club at LogMeln and Coursera; Winner's Circle at Gartner

## EN and FR

Workshops and talks delivered in both languages

## Profile

Enterprise sales practitioner, peer trainer and AI tool builder. I help future managers use AI, make better-supported decisions and bring people with them. Seventeen years of enterprise sales, including Gartner and Coursera, with customer experience including Capgemini through Coursera.

## Proposed teaching

**Everyday management and projects.** Understand a stakeholder's need, defend a recommendation with evidence, negotiate priorities and agree a shared action plan.

**Applied AI at work.** Build a useful knowledge base and repeatable workflows. Check sources, calculations and results. Start in NotebookLM or ChatGPT/Claude projects; no programming prerequisite.

**Strategic sales.** Research, relevant prospecting, discovery, quantified offers, negotiation and joint execution. A six-stage specialist course, adapted to the programme.

**Learning through practice.** Build useful outputs, explain choices, correct an AI error and adapt to a new fact.

## Training and facilitation

**Sales enablement and methods, Coursera** 2020 to 2026  
Created and shared peer training on complex deals and account growth, Growth Mindset (2024) and skills-based organisations (SBO, 2025). Developed and shared a Joint Execution Plan (JEP) from my mutual close plan.

**Acting Sales Manager, Coursera, London** 2022 to 2023  
Coached eight Account Executives across EMEA on account planning, opportunity reviews and negotiation.

**Speaking and mentoring** 2016 to 2026  
Presentations to hundreds and workshops for around twelve; customer sessions and Learning Technologies France. Recordings: [B SMART, critical thinking and AI \(2026\)](#); [Webikeo, future of learning \(2020\)](#). Mentor, The Prince's Trust, London, 2016 to 2019.

## Professional experience

**qelia, founder · Paris** 2026  
AI automation consulting. Built Forgia to support sales research, account planning and administration; also developed [auraScribe](#) and [OrchIA](#).

**Coursera, Account Director, Strategic Enterprise Accounts EMEA · London, then Paris** 2018 to present  
Previously Enterprise Account Executive and Account Manager. Enterprise sales and workforce skills advisory. Departure planned for end November 2026.

**CEB, acquired by Gartner in 2017, Major Accounts Business Development Manager · London** 2016 to 2018  
HR and leadership advisory memberships for the largest French enterprises.

**Autotask, International Channel Sales Manager · London** 2015 to 2016  
Indirect sales across EMEA.

**Gartner, Senior Account Executive · London** 2012 to 2015  
Winner's Circle.

**LogMeln, Account Manager EMEA · Amsterdam** 2010 to 2012  
President's Club.

## Methods I draw on

- **Golden Circle, Simon Sinek**  
Understand why a change matters
- **Basho prospecting**  
Including Why You, Why You Now (WYWYN)
- **Challenger and value selling**  
Earn the right to challenge with evidence
- **Ackerman negotiation**  
Anchors and reciprocal concessions
- **Joint Execution Plan**  
Shared goals, owners and deadlines; developed from my close plan
- **AI knowledge base**  
Sources, reusable instructions, checks and improvement

## Selected work

**The Dawn of the Architects (2026)**  
A practitioner perspective on AI, expertise and work. Build tools and workflows, then use judgment to direct, review and improve them.

## Education

- **Euridis Business School**  
Master 2 (bac+5), Sales Engineering for IT, second in class
- **Université Jean Moulin Lyon III**  
Bachelor's in Law, 2006
- **Challenger Sales**  
Certification

## Availability

From January 2027, Paris area or remote, subject to programme and calendar.