



TRISTAN LATOUR

ACCOUNT STRATEGY LEADERHIP

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A decade in **account strategy** across EMEA: five years **owning enterprise portfolios** directly, five years **building and leading teams**, both directly and indirectly. Most recently, I initiated and rolled out an EMEA-wide **account planning** framework for key and strategic accounts, which we later scaled with **AI automation**.

What I bring after ten years at Criteo: **commercial discipline at enterprise scale**, leading teams that own **retention and expansion** across complex EMEA portfolios, AI in my daily work and a set of apps I built in my own time, and a **builder's track record** - frameworks, tools and teams that did not exist before I built them.

EXPERIENCE

Senior Manager, Account Strategy, Venture Markets | 01/2023 – 03/2026

Criteo, Amsterdam

- Leading 15 FTE customer success organization (2 team leads, 13 strategists).
- Accountable for retention, expansion and revenue growth across an \$80–100M+ annual enterprise portfolio across Benelux, Nordics, Iberia and Italy.
- Integrated account planning into commercial operating cadence and introduced AI-assisted workflows accelerating research and strategic preparation.

Achievements

- Delivered YOY revenue growth in 11 of 12 quarters (NRR consistently 102–130%).
- Increased CSAT score from 7.7 to 8.2, with a growing response coverage year-on-year.
- Covered Eastern Europe (6 FTE) during senior leave on top of Venture Markets scope.

Head of Account Strategy, Key Accounts, EMEA (Interim) | 07/2022 – 12/2022

Criteo, Amsterdam

- Selected for interim EMEA leadership (37 FTE, \$200M+) on top of regional role.
- Aligned KPIs and performance governance across regional CS leadership.

Head of Account Strategy, Key Accounts, Regional | 01/2021 – 12/2022

Criteo, Amsterdam

- Built a new 6 FTE team managing a \$40M+ portfolio of 18+ international key accounts.
- Improved forecasting visibility and pipeline transparency for executive leadership.

Achievements

- Delivered +17% YOY growth in first full year, expanding portfolio from \$35M to \$42M.
- Drove notable account expansion across verticals, including luxury, travel and fashion.

Senior Account Strategist, Key Accounts, Benelux | 09/2016 – 12/2020

Criteo, Amsterdam

- Owned enterprise customer portfolio across retail, classified and travel sectors.
- Developed account strategies for retention, expansion and revenue growth.
- Advised senior client stakeholders on digital strategy and commercial growth.

Achievements

- Drove consistent double-digit YOY growth through expansion and new product adoption.
- Exceeded quota in 13 of 16 quarters, with pre-COVID attainment range of 100–125%.

Product Manager, Effective Profiles (CDP) | WeConnect, Gouda 01/2015 – 08/2016

- Product owner of a CDP: shaped UX and ran sprint planning with an 8–10 dev team.
- Only commercial owner besides the founders: ran sales, demos and existing accounts.

AREAS OF EXPERTISE

- Commercial leadership at scale
- Enterprise portfolio management
- Portfolio expansion and upsell
- AI-assisted account workflows

PERSONAL STRENGTHS

- Builder mentality
- Trusted commercial advisor
- Fast learner in new domains
- Calm under escalation

PASSIONATE ABOUT

- CrossFit, weightlifting
- Playing golf with friends
- Building cool things with AI

EDUCATION

MSc Strategic Marketing

Maastricht University School of Business and Economics | 2012 – 2013

BSc International Business

Maastricht University School of Business and Economics | 2006 – 2012

INTERNATIONAL PROGRAMS

ALMA Programme

RWTH Aachen University | 2011

Erasmus Exchange

Universitat de Barcelona | 2010

LANGUAGES

Dutch – Native

English – Business fluent