



HEIANUI TAPARE

FULL CYCLE ACCOUNT EXECUTIVE
B2B SaaS | AI & AUTOMATION

CONTACT

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POSITIONING

Business Development • SaaS Sales • AI Solutions
Go-To-Market
Hinova Digital Corporation
Digital Solutions / Venture Lab — digital solutions,
SaaS architecture, AI, automation and B2B business
development.

LANGUAGES

French — Native
English — Bilingual / Professional

EDUCATION

Bachelor's Degree in Psychology
University of Rennes 2
High School Diploma — Communication & Human
Resources Management
Lycée Tuianu Le Gayic, Papara

FULL CYCLE ACCOUNT EXECUTIVE

B2B SaaS • AI & Automation • Business Development • Go-To-Market

Account Executive and Business Developer specializing in B2B sales of SaaS, AI and automation solutions. Experienced across the full sales cycle: outbound prospecting, qualification, discovery, solution presentation, technical pre-sales, negotiation, contracting and account development. Strong commercial and technical profile, able to understand business challenges at executive level while engaging technical stakeholders. Experienced in market development, multi-channel outreach and sales process optimization. +43% revenue growth in 12 months across SaaS and technology solutions.

+43%	80%	FULL CYCLE	B2B SaaS / AI
revenue growth in 12 months	reduction in manual data entry	prospecting → qualification → demo → negotiation → closing	technology solution business development

PROFESSIONAL EXPERIENCE

AI Solutions Architect & International Business Developer Engineer B2B

Hinova Digital Corporation — France / French Polynesia — Remote | 06/2026 - Present

- B2B business development: develop opportunities around digital, SaaS, AI and automation solutions; prospect and build relationships with executives and decision-makers.
- Full-cycle sales & discovery: qualify needs, lead discovery, define commercial scope, conduct technical pre-sales and demos, negotiate and support contracting.
- Solution selling: design integration architectures aligned with client needs (API, PostgreSQL, Make), bridging business objectives and technical solutions.
- Automation: design acquisition and automated workflows, achieving 80% reduction in manual data entry.

Senior Business Developer & AI Solutions Architect

Natural Beauty Vahine — France & French Polynesia — Hybrid | 06/2023 - 06/2026

- B2B Business Development: define and execute expansion strategy, multi-channel prospecting and new opportunity development with strong autonomy.
- GTM & pipeline: structure the acquisition process, generate and qualify leads, manage opportunities and optimize the sales journey.
- Revenue growth: delivered +43% revenue growth in 12 months through a structured prospecting plan.
- AI & automation: deploy AI and automation solutions supporting sales and operational efficiency.

Business Developer (SaaS & AI)

Your Education Success — France & French Polynesia — Hybrid | 2023 - 08/2024

- Sales process: optimized the SaaS sales cycle, implemented sales reporting and strengthened end-to-end sales process reliability.
- Outbound & lead generation: used AI-assisted prospecting sequences to scale qualified lead generation and support pipeline development.

Founder & Manager

Boulangerie Maitere | 02/2017 - 10/2018

- Entrepreneurship, day-to-day operations, customer relationship management, organization and business responsibility in a demanding environment.

SELECTED VENTURE PROJECT

ManaHub — French Polynesia-focused digital commerce ecosystem | MVP / POC in development

Building a localized digital ecosystem designed for Polynesian commerce, connecting local discovery, professional profiles, community interactions and product discovery in a single digital experience. The current POC includes a local feed, favorites, profiles, professional onboarding and a product/payment flow. The project is adapted to the French Polynesian market and is currently deployed as a live MVP/POC.

manahub-mvp.pages.dev

SALES & BUSINESS DEVELOPMENT

- Full-Cycle Sales
- Multi-Channel Outreach
- Discovery Calls
- Pipeline Management
- Account Management
- Revenue Growth
- B2B SaaS Sales
- Lead Generation
- Product Demonstrations
- Negotiation
- Go-To-Market Strategy
- Relationship Management
- Outbound Prospecting
- Lead Qualification
- Consultative Selling
- Closing
- Sales Process Optimization

AI / SAAS / TECHNICAL PRE-SALES

- SaaS Architecture
- API & Webhooks
- SSO
- Zapier
- Google Cloud
- No-Code / Low-Code
- AI Solutions
- Automation
- n8n
- PostgreSQL
- Prompt Engineering
- Technical Pre-Sales
- ETL
- Make
- AWS
- AI Agent Orchestration