

MATTHIEU CAMBOUNET

APJC Sales Leader | Strategic Accounts & Large-Scale Enterprise Deals | Cloud, Data & GenAI

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PROFESSIONAL SUMMARY

Enterprise sales leader with 25+ years driving growth across APJC in cloud, data, and generative AI. Track record of entering new markets from scratch, building and leading high-performing sales teams, and earning CxO trust that converts into \$100M+ committed investment decisions. Currently leads AWS's APJC Strategic Accounts Win Room, coordinating 200+ account teams and generating \$400M+ incremental revenue on greenfield accounts. Founder of two startups in China (one successful exit) — an entrepreneurial edge applied to team building, momentum, and disciplined execution. Operates on a simple principle: in markets where trust compounds and shortcuts don't, integrity is how deals get done.

CORE COMPETENCIES

Enterprise Sales Leadership | Strategic Account Management | Large-Deal Structuring (\$45M–\$100M+) | Cloud, Data & GenAI Go-to-Market | New Market Entry & Greenfield Acquisition | Sales Team Building & Coaching | P&L Ownership | CxO & Board-Level Engagement | Multi-Country Deal Orchestration | Partner & Channel Ecosystems | Pipeline Governance | Investment Structuring

PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS)

APJC Strategic Accounts Win Room Team Leader — T2K Strategic Accounts

Singapore | 2025 – Present

Lead the regional strategic deal-execution team across APJC, driving acquisition, revenue targets, and expansion of high-value greenfield enterprise customers through coordinated engagement with 200+ account teams.

- Co-designed and operationalized the APJC Win Room execution framework, integrating 200+ account teams into a unified deal-coordination model that generated \$400M+ incremental revenue in FY2025.
- Architected and scaled GenAI go-to-market motions across APJC, converting AI demand into structured revenue programs and reducing average deal-cycle time by ~25%.
- Directed complex, multi-country enterprise deals as regional deal lead, aligning sales, solutions, and partner resources to close high-value acquisitions across APJC markets.
- Provided executive-level coaching to 30+ senior account managers, improving pipeline-conversion discipline and elevating deal quality across the regional portfolio.
- Accountable for structuring and approving large-scale investment packages across APJC strategic accounts, tying every dollar deployed to measurable customer outcomes — from cloud-migration milestones to production-ready AI deployments.

Global Account Sales Lead — HiTech Strategic Accounts

Singapore | 2022 – 2025

Direct annual revenue accountability for two of the largest strategic accounts across ASEAN, driving regional growth through large-scale cloud, data, and generative AI transformation programs.

- Defined a 3-year cloud and GenAI transformation roadmap with CxO stakeholders for two ASEAN anchor accounts, converting strategic intent into \$100M+ multi-year committed spend.
- Orchestrated a cloud-based CAD platform migration and manufacturing data-lake deployment, delivering 22% customer revenue uplift and 13% production-quality improvement within 18 months.
- Established AWS as the core data-and-AI platform for one of the Philippines' largest conglomerates, driving 150% account revenue growth through executive engagement and cross-functional delivery.
- Coordinated sales, solutions, and partner functions across 5 countries to deliver end-to-end transformation outcomes, compressing time-to-value by standardizing engagement methodology.

Lenovo

Global Account Sales Director — Manufacturing & Retail Solutions

Singapore | 2020 – 2022

Built and led Lenovo's manufacturing and retail solutions business across APAC, with full P&L ownership for the vertical.

- Built the APAC manufacturing and retail solutions business from the ground up: defined vertical GTM strategy, recruited and led a 20+ FTE regional team, and established the commercial model within 6 months.
- Delivered \$90M+ TCV across major retail accounts in Year 1, positioning Lenovo as the primary end-to-end transformation partner across 6 APAC markets.

- Closed a \$45M HPC deal with a leading Japanese automotive manufacturer — one of Lenovo's largest APAC infrastructure wins — enabling advanced simulation and product-design acceleration.
- Shaped 3-year digital transformation roadmaps with CxO stakeholders across 4 key accounts, converting strategic alignment into \$68M committed pipeline.

Global Accounts Sales Manager — Strategic Account Acquisitions

Southeast Asia | 2016 – 2020

Led greenfield customer acquisition across Southeast Asia, scaling adoption of Lenovo's end-to-end solutions portfolio.

- Built Lenovo's global-account acquisition engine in Southeast Asia from near-zero: established team structure, pipeline discipline, and an executive-engagement model that delivered 300% YoY revenue growth.
- Secured two lighthouse conglomerate accounts in Hong Kong within 12 months, creating strategic anchors that legitimized Lenovo's position in the APAC enterprise segment.
- Grew the account portfolio from zero to \$45M+ within the first two quarters through a solutions-led 'One Lenovo' positioning strategy spanning infrastructure, workspace, and as-a-service offerings.

Global Accounts Manager — Strategic Account Retention

Paris | 2014 – 2016

- Managed 3 global strategic accounts in France, growing revenue 200% YoY.
- Led one of Lenovo's largest global tablet deals, establishing enterprise-mobility credibility and expanding executive relationships at board level.

Apple

Sales Manager, Enterprise — Greater China

Beijing | 2013 – 2014

- Led enterprise sales strategy across 120+ accounts in Greater China, structuring a partner-led GTM model that delivered 150% YoY revenue growth and a 60% improvement in partner-satisfaction scores.
- Scaled the enterprise reseller and VAR ecosystem, enabling Apple's first large-scale iOS deployments across finance, retail, and professional services in the region.

Earlier Apple Roles — Greater China & France

2002 – 2012

- Sales Manager, Education — Beijing (2011–2012): Led Apple's education segment across 60+ international schools; built a market-leading position with 80% share in 1:1 device programs and 30% YoY growth.
- Systems Engineering Manager — Greater China & Hong Kong (2005–2010): Built and led a 10-person SE team; partnered directly with Apple R&D (Cupertino) to align enterprise requirements with product capabilities.
- Senior SE, Large Enterprise & Government — Paris (2002–2005): Technical lead on one of Apple's largest global HPC deployments, a 1,100-server solution with board-level executive visibility.

ENTREPRENEURIAL EXPERIENCE

Red.Travel — Co-Founder, Investor & Advisor

Beijing | 2010 – 2014

- Built a travel startup targeting expatriates in China from inception: defined market positioning, scaled revenue 3x every 6 months, grew to 15 employees, and completed a successful exit in 2014.

Crystal Asia Ltd. — Co-Founder, Investor & Board Member

Beijing | 2006 – 2014

- Co-founded a web development and creative agency serving international clients and foreign-government entities in China; led strategy, BD, and partnerships; transitioned to minority shareholder upon achieving key financial milestones.

EARLIER CAREER

SAP (Business Objects) — Enterprise analytics and BI pre-sales, supporting complex enterprise deal cycles. Paris | 1999 – 2002

SoftLab (BMW Group) — IT consulting and enterprise systems integration, including Y2K migration programmes. Paris | 1997 – 1999

EDUCATION

Master of Science, Software Engineering — EFREI (Ecole Française d'Electronique et d'Informatique), Paris, 1997

Bachelor of Science, Electronics Engineering — ESTE Groupe ESIEE, Paris, 1994

ADDITIONAL INFORMATION

Languages: English (Fluent) | French (Native) | Chinese (Intermediate)

Residency: Singapore Permanent Resident (PR)