Mehdi Layachi, Senior Account Executive

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SUMMARY

Enterprise sales professional with 15 years of experience driving technology adoption in financial services across Swiss and EMEA markets. Skilled in strategic account planning, complex SaaS sales, and engaging C-level executives on long-term platform decisions. Achieved 232% peak quota attainment, combining banking knowledge, business analysis skills, and consultative selling expertise.

EXPERIENCE

Career break, family care — *September 2025 – Present*

Took a career break to care for family. Kept skills current through Google Cloud AI certifications and learned German from beginner to Goethe-Zertifikat B2 to prepare for roles in the DACH region.

Regnology Switzerland SA (formerly BearingPoint) – Geneva, Switzerland

Senior Account Executive, Finance & Regulatory Technology — *January 2022 – August 2025*

- Owned and expanded a portfolio of largest strategic accounts in Swiss and Benelux markets, overseeing enterprise customers exceeding 10 million ACV and driving 99% retention rates.
- Drove cloud-based regulatory technology adoption and migration within regulated financial institutions, tax authorities, central banks, and government financial oversight bodies.
- Led complex sales cycles with C-level executive buyers across financial institutions, closing 7-figure consulting and SaaS deals using BearingPoint's consultative selling methodology.
- Consistently achieved and exceeded new logo and upsell quota, reaching up to 232% of assigned targets through disciplined territory planning and high-touch relationship management.
- Developed and executed strategic territory coverage plans to identify and execute greenfield, upsell and cross-sell opportunities, consistently driving +20% ARR growth.
- Developed business cases aligning customer objectives with platform capabilities, partnering with product and customer teams to close deals, leveraging a team-oriented and consultative approach.

Head of Regulatory Tax Advisory Services — *March 2017 – December 2021*

- Managed a team of 10 consultants providing advisory to regulated financial institutions and tax authorities, while maintaining direct relationships with largest strategic accounts.
- Oversaw 200+ client accounts, driving sales and expansion of Regulatory Tax SaaS platform.
- Built and nurtured long-term relationships across Switzerland's banking sector with C-level executives and Line of Business leaders.
- Mentored team members and optimized cross-functional collaboration towards achieving goals.
- Leveraged business analysis expertise to identify and address complex client requirements.

Gottex Asset Management (Switzerland) SA – Nyon, Switzerland

Business Analyst, Senior Associate — *September 2015 – September 2016*

- Implemented Markit EDM Security Master File, defining comprehensive project scope and functional specifications that streamlined data management processes.
- Maintained and optimized Webfolio Portfolio Management System, supporting daily operations of portfolio managers.
- Delivered strategic project planning and progress reporting to C-level executives, managing project timelines and budgets while ensuring stakeholder alignment on key initiatives.

BNP Paribas (Switzerland) SA – Geneva, Switzerland

Business Analyst, Sopra Steria Consultant *April 2014 – August 2015*

- Deployed payment messaging, filtering and compliance tools across branches overseas.
- Migrated SWIFT and SIC flows to new payments and filtering platforms.
- Coordinated review of Energy & Commodities processes to ensure legal compliance.
- Led steering committees and provided project planning and monitoring.

BNP Paribas Corporate & Investment Banking – Paris, London, Dublin

Project Manager, Business Analyst, Aubay Consultant *December 2010 – April 2014*

- Managed the deployment in the UK and Ireland of a Trade Finance back-office tool.
- Produced the project plan, business requirements, and functional specifications.
- Coordinated the functional and technical application support.
- Coordinated Trade Finance e-banking interface upgrades.

EDUCATION

Negotiation for Value Creation – IMD Lausanne *2023*
MSc Economics and Management – University of Lille *2010*

CERTIFICATIONS

Google Generative AI Leader *2026*
Google Cloud Digital Leader *2024*
Certified Business Analysis Professional *2021*
Professional Scrum Master *2017*
Prince2 Project Manager *2016*

COMPETENCIES

Functional & Technical: Banking and Asset Management Processes • Regulatory Compliance • Product Management • Business Analysis • Project Management • Cloud Migration

Account Management: Territory and Account Planning • Client Relationship Building • Portfolio Expansion • Negotiation and Closing Techniques • Pipeline Management and Forecasting

Sales Methodologies: MEDDPICC • Solution Selling • Consultative Selling • Challenger Selling

LANGUAGES

• French, English and Arabic: Fluent
• German: Goethe-Zertifikat B2

INTERESTS

Volunteering: Supporting personnel of the Syrian American Medical Society in refugee camps.
Sports: Bikepacking, road and gravel cycling, mountaineering, sailing.