

CONTACT ME

info@ahoule.com

LANGUAGES

Fluent in French and English

EDUCATION

Bachelor of Commerce, Marketing, Management
Concordia Universtiy
2010 - 2013

COMMERCIAL AND TECHNICAL SKILLS

- B2B Technology Sales
- Complex Sales Cycles and Project Delivery
- Customer Success & Retention
- Revenue Growth & Portfolio Expansion
- Event & Show Production
- Proposal & Contract Negotiation
- Cross-Functional Team Collaboration
- Salesforce CRM
- Google Workspace Studio (Gemini)
- Microsoft Office (Excel, PowerPoint, Word)

AUDREY HOULE

SENIOR ACCOUNT MANAGER | BUSINESS DEVELOPMENT | STRATEGIC PARTNERSHIPS

Senior commercial and account management professional with 8+ years of experience driving international business development, strategic partnerships, and complex technology solutions across EMEA and North America. Proven track record in generating multimillion-dollar sales, expanding client portfolios, developing new business opportunities, and leading cross-functional teams. Combines B2B commercial expertise with extensive experience in international technology, entertainment, and live event production

WORK EXPERIENCE

PIXMOB | Montreal, QC | *Wireless light technology for events*

AUG 2025- Present

Senior Account Manager – Ceremonies & Special Events - EMEA

- Manage high-profile strategic accounts requiring exceptional attention to detail, tailored client management, and high-level coordination across complex international projects.
- Oversee commercial relationships and strategic account development, aligning client objectives with customized technical solutions and international project execution.
- Drive business growth by developing new market verticals, identifying emerging opportunities, and creating adapted sales propositions.

Feb 2021 - AUG 2025

Account Manager & Business Development – EMEA

- Generated $6M+ in annual sales through strategic account management, new business development, and international partnerships across EMEA.
- Managed a portfolio of 150+ client accounts, driving relationship development, retention, and revenue growth.
- Expanded the client portfolio by 25% annually through targeted business development, tailored proposals, and strategic partnerships.
- Managed the commercial sales cycle from prospecting and proposal development through negotiation and project handover.

Project Manager / Producer Jan 2020 - Feb 2021

- Led cross-functional teams across design, technical, content, and production throughout the full project lifecycle, proactively resolving technical interference issues to ensure zero downtime during live events.

SAILOR PRODUCTIONS | Montreal, QC | *TV production*

Unit Production Manager Feb 2019 – Dec 2019

- Managed production logistics, budgets, vendor coordination, permitting, and operational execution for television productions

Production Coordinator / Assistant Oct 2018 – Jan 2019

- Coordinated agency and client communications, production schedules, expense approvals, and daily operations.

OTHER HIGHLIGHTS AND ACHIEVEMENTS

ROYAL CARIBBEAN INTERNATIONAL - CIRQUE DU SOLEIL | 2014 - 2018
Aquatic Performer

Institut National du Sport du Quebec | 2017 – 2019
Youth Motivational Speaker

SYNCHRO CANADA | 2005 - 2010
National Team Synchronized swimmer