SalesBrain Executive Backgrounder

ABOUT SALESBRAIN FOUNDERS CHRISTOPHE MORIN AND PATRICK RENVOISÉ

Christophe Morin, Co-Founder and CEO
Chistophe serves as SalesBrain Chief Pain Officer and Marketing Guru and has over 20 years of marketing and business development experience. With outstanding achievements in creating successful brands, Christophe's passion is helping companies clearly identify what motivates and frustrates their customers and develop sustainable competitive strategies.

Prior to co-founding SalesBrain in 2000, Christophe acted as Chief Marketing Officer for rStar Networks, a public company that develops private networks for Fortune 500 companies. Previously, he was VP of Marketing and Corporate Training for Canned Foods, Inc, the largest grocery re-marketer in the world. During a six-year tenure as President and CEO of French-owned Doublet Manufacturing, Inc, Christophe won a highly competitive multi-million dollar Olympic bid in 1996. Christophe graduated from ESC Nantes with a BA in Marketing, and received an MBA from Bowling Green State University.

Patrick Renvoisé, Co-Founder and President
Patrick, Chief Impact Officer and Sales Guru, brings an exceptional background in technology business, academic training, and sales technique. Patrick gained his sales experience from attending every major sales training available worldwide. He managed global business development for Silicon Graphics where he initiated, closed and managed multi-million dollar international OEM agreements. He later served as Executive Director Business Development & Strategy at Linuxcare, a company founded by Kleiner Perkins. His forte and passion was selling super computers and complex software to organizations such as NASA, Shell, Boeing, Canon, BMW, Airbus and more while he lived in France, Germany and finally Silicon Valley. .

Using his engineering background, sales expertise, technology field experience, and a compelling desire to seek the truth, Patrick developed a completely new sales model based on the latest findings in Neuroscience—and wrote the first draft of *Selling To The Old Brain* , the cornerstone for taking these techniques to the industry. Patrick taught electronics at the University of La Réunion, France and received a Masters in Computer Science from the National Institute of Applied Sciences (Lyon, France).