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Foleon appoints Ceasar Chevalier as Senior Vice President of Global Sales

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Foleon is pleased to announce the appointment of Ceasar Chevalier as Senior Vice President of Global Sales. His responsibilities will encompass sales team leadership, setting a growth strategy to propel the company forward, and contributing to its marketing and customer strategies.

Ceasar brings over 10 years of sales and leadership experience to Foleon. He has led Enterprise SaaS growth in the US while working alongside executive partners and board members in EMEA and Australia. He has also spent years as the P&L owner of large business units and growth regions for organizations.

Ceasar's experience is centered in sales/go-to-market strategy, scaling sales teams, and building out systems and processes to support its continued scaling in service of a predictable, effective and successful commercial model.

Daan Reijnders, Co-founder and CEO of Foleon, says: "Ceasar has relevant sales leadership experience, and he also had a GM responsibility in his previous roles, which is very valuable for an international company like Foleon. He is data-driven, focused on scalability, and committed to guiding us through the next growth stage. We are super excited to have him on board!"

Ceasar Chevalier, Senior VP of Global Sales, says: "I'm honored to join the Foleon team and help to build on the solid foundation developed over the last few years as we head into the next phase of growth. I am excited to lead such a talented sales team who are committed to helping customers create memorable content experiences and embrace the benefits of digital publishing."

Media contact:

Julie van der Weele

Head of Brand and Comms

julie.van.der.weele@foleon.com

ABOUT FOLEON

Foleon is a content creation platform that makes it easy for anyone to create interactive content that is 100% on brand. They provide B2B companies with an intuitive drag & drop editor and interactive Foleon Doc format that empowers them to create bespoke digital content experiences that are engaging, intelligent, and scalable.

Most companies are still wasting time, money, and energy on publishing their most valuable content in ineffective legacy formats. PDFs are a headache to produce, a bore to read, and totally void of reader insights. Foleon, on the other hand, offers a modern format that is easy to create, highly engaging, and full of the intelligence you've been missing.

Founded in Amsterdam with locations in the US and Europe, Foleon is on a mission to empower companies to create the content their audience craves.

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