



# Stanislas de Rocca Serra

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Global Pricing & Sales Operations Leader · 12+ years at Alcatel-Lucent Enterprise

## PROFESSIONAL SUMMARY

Pricing and sales-operations leader with 12+ years at Alcatel-Lucent Enterprise, driving global pricing programs, sales enablement, CRM optimisation and analytics. Expert in operational excellence, change management and scalable data-driven digitalization frameworks across multi-regional organisations.

## PROFESSIONAL EXPERIENCE

### Alcatel-Lucent Enterprise

Global Pricing Team Lead

Bangkok, Thailand  
Sep 2019 – Jan 2026

- Led central deal desk providing strategic guidance and hands-on support for complex, high-value global deals.
- Spearheaded AI-powered digitalization initiatives generating measurable efficiency gains across Sales & Pricing teams.
- Drove company-wide pricing transformation post-COVID, redesigning regional frameworks and streamlining approval workflows.
- Coached and mentored Sales & Pricing teams globally on analytics tools, pricing strategy and best practices.
- Delivered major contract wins by partnering directly with regional sales leaders on pricing negotiations.

### Alcatel-Lucent Enterprise

Business Analyst

Paris, France  
Feb 2017 – Sep 2019

- Partnered with Sales Management to unify global sales practices and enhance pipeline forecast accuracy through CRM optimisation.
- Designed executive-level reporting dashboards to monitor Sales Team KPIs and elevate data consistency and quality.

### Alcatel-Lucent Enterprise

Pricing Analyst

Paris, France  
Feb 2014 – Jan 2017

- Resolved complex pricing issues across the full quotation cycle, developing deep domain expertise that led to expanded responsibilities.
- Contributed to high-impact pricing initiatives across the organisation, supporting strategic deals and process improvements.

### Nokia

Credit Analyst

Paris, France  
Jan 2011 – Dec 2011

- Maximised cash recovery, produced rolling cash forecasts, and managed dispute detection and resolution workflows.

### Cabinet Meunier · Mazars

Junior Auditor

Grenoble / Marseille  
Oct 2012 – Aug 2013

- Financial auditing for SMEs and large-group subsidiaries across industry, healthcare and distribution sectors.

## EDUCATION

### Kedge Business School

Master of Science – Finance

2009 – 2013

### Aix-Marseille University

Bachelor of Science – Economics

2004 – 2008

## SKILLS & LANGUAGES

### DOMAIN EXPERTISE

Pricing Strategy & Frameworks · Deal Desk · Tender Management · Sales Operations & GTM  
Revenue Forecasting · Business Analytics & KPI Design

### LEADERSHIP

Cross-functional Influence · Commercial Acumen · Change Management · Stakeholder Alignment  
Coaching & Mentoring · Strategic Negotiation

### TECHNICAL

AI-Augmented Tooling · CRM Optimisation · Quote-to-Cash · Excel / Power BI · Python · SQL · Next.js

### LANGUAGES

French — Native · English — Fluent