

JONATHAN “JD” DEITCH

PARIS • JDDPHD@PM.ME • +33 7 60 62 68 94

PROFESSIONAL SUMMARY

Senior operating executive seeking CEO or COO/CRO role with PE-backed B2B SaaS companies, specializing in post-deal execution and operational scale.

I get hard things done for B2B SaaS companies. I've led three post-merger integrations ranging from \$29M to \$1.1B, delivering synergies and the deal thesis. I've brought discipline to GTM strategy and execution to drive exceptional revenue growth. I've built (and rebuilt) scalable operating models to enable efficient growth and improve operating margins. I've held executive roles across GTM, operations, product, and HR in founder-led, PE-backed, and public company contexts—with two successful exits.

VALUE CREATION PLAYBOOK

→ Growth Architecture

- Build and scale high-performing revenue organizations across sales, marketing, customer success, and partnerships.
- Align product strategy with GTM motions and CS/ops support functions to maximize conversion, usage, retention, and lifetime customer value.
- Apply AI and automation in real time to increase revenue and gross profit.

→ Operating Scale

- Redesign operating models to shift from services to product-led delivery—improving unit economics and reducing cost-to-serve.
- Build lean, high-performing onshore/offshore operations using AI, data, and automation.
- Establish goals and cadences that enable consistently great execution.

→ M&A Strategy and Post-Deal Execution

- Prepare companies for exit, including positioning, P&L optimization, and diligence support.
- Develop value creation plans for PE and VC-backed portfolio companies.
- Support buy-side strategy and diligence, assessing target fit, risk, and value potential.
- Lead post-deal execution from value creation planning through PMI and synergy delivery.

CAREER HIGHLIGHTS

Founder, Passaggio Advisory

2023 – Present

- Advise growth-stage B2B SaaS and tech-enabled services companies on GTM and operating model design to accelerate profitable growth.
- Partner with investors on value creation planning, post-deal execution, and transaction support.
- Recent work: productizing a services business to reshape its P&L and unlock PE conversations; building the strategic vision for a public company's shift to product-led growth.

COO / Chief Integration Officer / CPO, Cint Group AB (Nasdaq Stockholm)

2019 – 2023

Overview

- Held executive roles through Cint's evolution from PE-backed growth stage to post-IPO, variously leading global CS, operations, partnerships, product support, strategy, and HR.
- Played an active role in M&A strategy, selecting targets, modeling P&L impact, shaping valuations, and supporting negotiations.
- Took ownership of post-merger integration beginning with Cint's acquisition of P2Sample (where I was CRO, \$29M), then led integration for GapFish (€28M) and Lucid (\$1.1B).

As Chief Integration Officer

- Led end-to-end integration of Lucid (\$1.1B transaction), combining GTM structures, tech platforms, ERP systems, delivery models, and corporate functions across cultures and regions. Built the post-deal operating plan and unified budget with line-of-sight to \$40M in synergies.

Cint Group AB, continued

As COO

- Redesigned the customer success function, replacing a legacy structure with an offshore, scalable model that reduced cost-to-serve by one third.
- Implemented an AI-driven matching engine to optimize allocation and improve revenue, margin, and partner economics.
- Built and led a high-performing team with the highest eNPS (75) in the company, with a transparent, team-first culture that enabled individual growth and collective success.

As Chief People Officer

- Rebuilt HR following the Lucid acquisition in nine months, overhauling compensation and benefits, service delivery, talent acquisition, and onboarding. Launched EVP and DEI initiatives, created the roadmap for a new HR tech stack, and led office and workplace strategy.

Chief Revenue Officer, P2Sample (acquired by Cint)

2017 – 2019

- Led GTM functions—including sales, marketing, partnerships, product support, and operations—from growth stage through strategic acquisition.
- Delivered 50%+ yoy revenue growth for seven consecutive quarters through to acquisition.
- Improved conversion and retention through disciplined sales execution, thought leadership marketing, and continuous funnel optimization.
- Revamped account management to drive revenue expansion by combining structured client engagement with insights from platform usage.
- Co-led sell-side transaction alongside founders, developed positioning and materials, managed commercial diligence, and led post-sale integration into Cint.

COO, AYTM

2015 – 2016

- Delivered +25% revenue growth and a 5-point GM increase in a founder-led business.
- Strengthened GTM execution and brand presence to support more consistent growth.

Senior VP, Ipsos

2012 – 2015

- Led panel operations across North America then globally (\$50M budget & margin accountability).
- Drove a 30% improvement in operating margin through digital acquisition innovation, process redesign, and aggressive cost management.

Head of Research & Analytics Europe, The NPd Group (now Circana)

2009 – 2012

- Created and led a new research and analytics function overseeing a \$40M product portfolio.
- Built and launched a new Advanced Analytics business line (strategy, products, and team) on track to deliver nearly \$1M in high-margin revenue in year one.
- Clients included Nike, adidas, McDonald's, Coca-Cola, L'Oréal, and Dior.

PERSONAL

- Dual US and French citizen based in Paris, frequent travel to the US, UK & EU
- Bilingual (French, English) and multiculturally competent
- Chair of the Manchester United Supporters Trust (2021-present)
- Ph.D.-trained researcher and statistician