

# Oliver Varcoe

Enterprise account manager · retention, renewals & expansion

Barcelona, Spain · varcoeoliver@gmail.com

+34 645 91 06 24 · linkedin.com/in/oliver-varcoe



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## PROFILE

Enterprise account manager with a decade across SaaS-style ad-tech and digital agency work. Spent six years at Criteo across two roles: first managing a high-velocity book of up to 140 SMB ecommerce accounts across EMEA, then a smaller portfolio of EMEA enterprise retail and travel brands representing over \$12M in annual media spend, with individual accounts at \$1M+ in annual revenue. Owned the full commercial cycle in both, including complex renewal negotiations with rebate structures tied to spend commitments and product adoption. Now co-founder of MV&Co in Barcelona and looking to return to in-house enterprise account management. Comfortable in a QBR with marketing leadership and screen-sharing with a developer to debug a tag. Fluent English and French, intermediate Spanish, intermediate Hungarian.

## EXPERIENCE

### Criteo

Sep 2017 – Oct 2020, 2022 – Apr 2025

*Publicly listed ad-tech platform (~\$1.9B annual revenue, ~3,500 staff). Worked with EMEA's largest enterprise retail and travel brands across two roles, with a two-year gap in between.*

#### New Business Account Strategist

Sep 2017 – Oct 2020

- Managed a high-velocity book of up to 140 SMB ecommerce accounts across EMEA at any one time, balancing activation, retention and renewal end-to-end.
- Owned the full commercial cycle on new accounts: onboarding, campaign setup, tag and feed troubleshooting, performance optimisation, and renewal negotiations including spend-tied rebate structures.

#### Senior Account Strategist

2022 – Apr 2025

- Owned post-sale relationships with some of EMEA's most recognised enterprise brands, accountable for retention, expansion and renewal across the portfolio.
- Managed a portfolio of EMEA enterprise accounts representing over \$12M in annual media spend, with individual accounts at \$1M+ in annual revenue. Led complex renewal negotiations on multi-year contracts with rebate structures tied to spend commitments and product adoption, signing and committing on the commercial outcome.
- Owned QBRs with marketing leadership, partnered with technical teams on tag and feed implementations, and translated performance data into commercial decisions clients could act on.
- Worked closely with Criteo's product and engineering teams to feed back enterprise customer needs into the roadmap (creative formats, attribution, audience segmentation).

### Co-founder · MV&Co Luxury Agency

May 2025 – present

*Founder-led digital agency for luxury and DTC brands. Built on the observation that AI-first, conversion-led performance marketing doesn't fit how luxury brands actually win customers.*

- Lead design and development across the client portfolio. Anchor account is Elizabeth Gage, a London-based designer jewellery house, where I run email marketing in Campaign Monitor, site management and SEO strategy.
- Own business development and go-to-market for the agency end-to-end: built an internal CRM in Lovable to manage pipeline and client comms, and run an outbound programme across multiple verticals using Linked Helper for prospect engagement.

- Took full ownership of client development workflows in the last year, working directly in client codebases locally before pushing to production rather than outsourcing to third-party front and back-end developers as I had previously.
- Built and shipped MV&Co's own agency website end-to-end using Claude Code inside VS Code, owning design, build and deployment.
- Translate technical work for non-technical client stakeholders. For example, I recently walked an Elizabeth Gage contact through a WordPress / WP Mail SMTP OAuth re-authentication over screen-share, then identified and resolved a secondary contact-form routing issue in the same session.

### Senior Account Manager · *SoBold*

Sep 2015 – Sep 2017

*London-based web design and digital marketing agency working with SMB and mid-market clients across both design / development and paid media.*

- Project-managed website design and development engagements end-to-end, from concept and discovery through to delivery, coordinating between designers, developers and clients.
- Ran programmatic trading and paid media campaigns alongside the web work, executing across DV360, The Trade Desk, Criteo and the major social platforms for B2B and B2C clients.

### HOW I USE AI DAY-TO-DAY

- Prototype client web components in Figma Make, then ship and iterate them in VS Code with Claude Code. The design-to-code loop is faster, but I still review every line.
- Auto-route meeting recordings and transcripts into client-specific folders in Google Drive so context is surfaced before every call rather than scrambled for.

### EDUCATION

#### BA, Business Administration · *The Hague University of Applied Sciences*

2012 – 2016

Majors in Economics and Marketing.

#### Baccalauréat, Sociology & Economics · *Lycée Français de Budapest*

2010

### TOOLS

Salesforce, Gong, Slack, Zoom, Google Workspace. Campaign Monitor, Lovable, Linked Helper. Claude Code, VS Code, Figma Make. WordPress, DV360, The Trade Desk.

### LANGUAGES

**English** native   **French** native   **Spanish** intermediate (B1)   **Hungarian** intermediate