

# Louis Grenier

Fighting shady, aggressive marketing.



## EXPERIENCE

### Founder

#### Slices Consulting

03/2015 - ongoing Dublin, Ireland

We help B2B SaaS to increase conversions using authentic marketing driven by people.

- Bootstrapped from €0 to €180k in revenue.
- Grew from a one-man band to a remote team of 4.
- Worked with Dropbox, Phorest Salon Software, Ninja Outreach, and 10+ other clients.

### Head of Marketing

#### ZinMobi / Text Republic

04/2013 - 02/2015 Dublin, Ireland

Smart mobile marketing for retailers.

- Developed the Sales & Marketing strategy.
- Built a pipeline of 50+ healthy leads.

## EDUCATION

### Inbound Certification

#### Hubspot

### Professional Diploma in Digital Marketing

#### Digital Marketing Institute

2012

## STRENGTHS

### ★ Empathic

I observe and listen to understand. I'm very curious people about why people act and think a certain way.

### ★ Strategic

I like to make sense of data, find a simple direction, make a plan of actions, and execute it.

## PROJECTS

### Everyone Hates Marketers

2017 - ongoing

podcast.slicesconsulting.com

Podcast for SaaS marketers who are sick and tired of shady, aggressive marketing.

- Recorded 15 episodes so far.
- Interviewed no-nonsense marketers like DHH from Basecamp, Laura Roeder from Edgar, or David Darmanin from Hotjar (I had to mention him).

### Transparent Nation

2016 - ongoing

transparentnation.com

Movement to promote radical transparency.

### Bootstrapping Works

2015 - 2016 Dublin, Ireland

Community of bootstrappers and freelancers.

## ACHIEVEMENTS

### 💎 Spoke at 10+ marketing events

I enjoyed speaking at conferences to spread the word about good marketing.

### 💎 Interviewed 15 no-nonsense marketers

A fantastic experience.

## LANGUAGES

### French

Native



### English

Proficient





