

Harry Coureau

in/hcoureau · coureau.me

SUMMARY

Sales Operations and GTM Project Manager with 3 years' experience across Amazon Devices and large-scale retail operations. Leads UK Sales Operations and supports pan-EU reporting, mechanisms, and strategic GTM programmes across indirect channels. Builds scalable processes from ambiguity, using data, automation, and AI-enabled improvement to increase visibility, simplify operations, and strengthen execution. IPMA and AWS certified.

EXPERIENCE

Amazon

London, UK

Sales Operations & GTM Project Manager, EMEA Devices Indirect Channels

September 2023 - Present

- Lead UK Sales Operations for Amazon Devices indirect retail channels, covering 8 partners and 4 product categories across a market representing ~50% of pan-EU indirect channel volume.
- Drive pan-EU reporting, process, and automation improvements across 8 countries as SME for core Sales Operations systems, and AI-enabled workflows, reducing manual effort by over 40% and improving leadership visibility.
- Own pan-EU GTM delivery for strategic Kindle launches across 7 countries and 7 SKUs in 2026, managing indirect partner readiness, milestones, risks, retailer communications, escalations, and leadership reporting.
- Delivered the EU Accessories category pilot for indirect channels, scaling from 2 partners into BAU across 5 countries and 9 retail partners after securing leadership approval, with peak attach performance 80% above direct-channel benchmarks.
- Own org-wide, director-sponsored AI implementation and tooling change across 7 teams, rolling out AI-enabled workflows and Wrike to standardise project governance, improve delivery visibility, and target 50%+ time savings across priority workflows.

Primark Stores Ltd

Blackpool, UK

Operations Support

October 2022 - September 2023

- Acted as operational lead during a 10-month management gap in a £29m annual revenue retail store with 145+ peak staff, coordinating audits, risk assessments, investigations, and compliance follow-ups.
- Owned EHS end to end, delivering a 96% EHS audit score through recurring reporting, colleague training, and in-store safety processes.
- Owned store security routines, partnering with store leadership, Business Improvement District colleagues, and local police to strengthen loss prevention controls, support a 92% operations audit score, and reduce stock loss by 35%.

EDUCATION

BSc Project Management (Integrated Degree Apprenticeship)

University of Exeter · First-Class Honours (predicted)

2026

Level 3 Business Management Ext. Diploma

Blackpool & The Fylde College · Triple Distinction

2023

CERTIFICATIONS

AWS Certified Cloud Practitioner

Amazon Web Services Training and Certification · 2026

Certified Project Management Associate, Level D

International Project Management Association (IPMA) · 2025

SKILLS

Sales & GTM Operations: sales operations, GTM delivery, indirect channels, partner operations, launch readiness

Programme & Business Operations: cross-functional delivery, stakeholder management, process improvement, governance, risk management

Data, Systems & Automation: reporting, workflow automation, ERP systems, Wrike, AI-enabled workflows, AWS cloud fundamentals