Tanel Petelot

reach@bytanel.com · bytanel.com
linkedin.com/in/tanel-petelot · github.com/Tanelo · Google Scholar
Paris & Biarritz, France · engagements in the US and Europe

HEALTHCARE GO-TO-MARKET (US · FRANCE) · AI TRANSFORMATION · GROWTH

I now help companies *grow fast*: healthcare go-to-market, AI transformation for productivity and revenue, and inbound growth and marketing.

Engineer-founder (CentraleSupélec, UC Berkeley), co-founder and CEO of Emobot, clinical AI for psychiatry. I lead its go-to-market in the US and France, **from 0 to 150+ physicians**, with US interventional psychiatry groups and a subsidiary of a Nasdaq-listed pharmaceutical company, and keep a direct network across clinic groups, biotechs, pharma and big pharma. I also rebuilt the company around AI, tripling team productivity.

0 → 150+	**5**	**×3**	**150k**	**€2M**
physicians, 1,000+ patients (FR·UK·US)	US psychiatry groups signed	team productivity through AI	views in 3 days on Instagram	VC raised (FR & US) + €1.5M in grants

WHAT I DELIVER

Healthcare go-to-market

UNITED STATES & FRANCE

Market entry strategy, segments and decision-makers, pricing and sales cycle, integrations, first FDA / HIPAA / reimbursement checkpoints; access to my network of clinic groups, biotechs and pharma.

AI transformation

AUTOMATE, DEPLOY, TRAIN

Quantified audit of where time is lost, process automation, Claude and AI-agent deployment on your existing tools, team training, gains tracked.

Growth & marketing

INBOUND, SEARCH, SOCIAL MEDIA

Websites and programmatic SEO that generate leads, SEO / GEO / AEO (Google and generative AI), content marketing, short-form video and influencer programs on Instagram and TikTok.

CONSULTING ENGAGEMENTS

Strategy, go-to-market & AI advisory

Sep 2026 – present

AI transformation Pharmacy group: about ten stores, 100+ staff, ~€50M revenue	Audit of productivity and revenue opportunities by function (leadership, purchasing, HR), quantified and prioritized automation plan, automated performance reporting, Claude rollout and leadership training.
Growth, monetization & new brands Spirits house (revenue > €5M)	Monetization strategy and new revenue streams, project and brand launches, influencer and social-media strategy to drive sales, AI-driven process optimization, visibility on Google and generative AI. On social media: **150,000 views in 3 days** and 1,000+ new Instagram followers (@mrspiritueux).
AI for legal services Notarial offices	Productivity audit of estate files and an AI assistant that prepares documents, letters and deadlines, so offices handle more files with the same team.
US go-to-market Medtech & biotech (mental health, neuroscience)	Market-entry strategy, positioning and pricing, network access (clinic groups, pharma) and business introductions. Track record: took Emobot into the US from scratch in one year, now among the best-known solutions in its market.

Growth, inbound & own media

Oct 2026 – present

Inbound & search Websites, programmatic SEO, SEO / GEO / AEO	Capturing demand and generating leads. Emobot: **2–3 qualified meetings a week** with clinic groups from week 2, 1,500 visits a month. Leeway (consumer AI voice-journaling app): average 3rd position against competitors in SEO / GEO / AEO within a month. Also for a spirits house.
Social media & short-form video Spirits, EdTech for young people, mainstream B2C apps	Marketing and social-media strategies set up within days across very different verticals. Instagram and TikTok accounts launched from zero: content strategy and design, hook strategy to maximize reach and conversion, AI-assisted production. Example: a Reel at 22,000 views in 2 days on a 100-follower account (@top1enmaths, EdTech). Technical methods for engineering reach and conversion, built on the analysis of outperforming videos.

AWARDS & TALKS

Awards	France 2030 national award — digital mental-health devices (2025) · Pfizer Healthcare Hub France (2025) · i-Lab innovation competition laureate (2024) · VivaTech 2025 selection · French Business Awards (2025) · Réseau Entreprendre Paris (2023–)
Talks	JPM Healthcare Week 2026 (RAMHT panel) · ASCP 2026 · VivaTech 2025 · BFM Business

EXPERIENCE

Co-founder & CEO · Emobot · Paris · US

Apr 2022 – present

Clinical AI for psychiatry: passive mood monitoring from voice, face and smartphone (emobothealth.com).

Go-to-market & sales
US, France

- Inbound growth strategy: all our US leads came from **content marketing and programmatic SEO**.
- Led GTM, marketing & sales: grew from **0 to 150+ physicians and 1,000+ patients** across France, the UK and the US, with a focus on US interventional psychiatry clinics.
- Signed leading US interventional psychiatry groups, e.g. **Radial Health** ($50M Series A, General Catalyst), Hope Therapeutics (NRx Pharmaceuticals, Nasdaq: NRXP), Thrive Mind Psychiatry, Great Neck Psychiatry and Nurify Medical; led partnership negotiations with the largest US clinic groups.

AI transformation of the company

- Built and deployed **AI agents** automating sales outreach and customer success.
- Embedded Claude and its agents in every function (sales, clinical, regulatory, data, operations): team productivity **tripled**.

Product, clinical, team & capital

- Published clinical validation (see below); created and led **3 sponsored clinical trials**; FDA De Novo, HIPAA / GDPR and CE-marking work.
- Built the team from 0 to 17 at peak; raised **€2M from French and US VCs** plus €1.5M+ in grants (Bpifrance, France 2030).

Earlier experience

Lecturer, CentraleSupélec (2025–) · **Co-founder & CEO, Femi** (2020–21) · **ML / NLP intern**, Voysen (2021) · **Associate & evaluator**, Time for the Planet (2020–) · **Beach vendor**, La Grande-Motte (2017)

PUBLICATION & PATENTS

Publication
Emobot clinical validation

Smartphone-Based Passive Sensing Improves Measurement-Based Pharmacological Interventions in Depression
A. Perzo, **T. Petelot**, I. Magaraggia, S. Köhler, S.A. Rego, P.-A. Geoffroy, M. Ranganathan, O.S. Muir, R. Séguier · **American Journal of Therapeutics**, 2026 · peer-reviewed · co-author (2nd of 9) · earlier version: medRxiv preprint

Patents
4 families, 11 applications

4 patent families, 11 applications (France, Europe, PCT, US, Canada); sole inventor of 3 families, co-inventor of the 4th:

- Determining a subject's emotional state (voice, face)
  — WO 2024/146998, EP 4646147, US 2026/0232240; core patent behind mood monitoring.
- Collecting data from people at risk of a psychiatric disorder through a conversational agent
  — WO 2026/027738.
- Assisting the diagnosis of psychiatric disorders, including depression — WO 2026/057891.
- Automatic personalization over time of a digital therapy
  — WO 2026/224226, EP 4831996 (co-inventor).

EDUCATION

UC Berkeley	Master of Engineering (MEng), Fung Institute · healthcare innovation	2022 – 2023
CentraleSupélec	Master's-level Diplôme d'Ingénieur, AI & Data Engineering · valedictorian · dual BSc in Theoretical Physics	2020 – 2022
Lycée Louis-le-Grand	Math & physics preparatory program (MPSI – MP*) · admitted to ENS Lyon and ENS Paris-Saclay	2017 – 2020

SKILLS & LANGUAGES

Healthcare go-to-market	US market entry, psychiatry & neuroscience, B2B sales to clinic groups, pharma & biotech partnerships, KOLs, FDA / EU MDR, HIPAA / GDPR, reimbursement
AI & automation	Claude, Claude Code, AI agents (MCP, tool use, RAG), process automation, data hubs, team training; Python, SQL
Growth & marketing	Inbound, websites & programmatic SEO, SEO / GEO / AEO, content marketing, short-form video & UGC, Instagram, TikTok, influencer programs
Languages	French (native) · English (fluent) · Spanish (B1)