

# Roger Commelin

## RETAIL & SALES OPERATIONS SUPERVISOR | FMCG | MULTI-SITE MANAGEMENT

### PROFESSIONAL SUMMARY

Results-driven Retail and Sales Operations professional with 6+ years of experience in FMCG, retail management, and operational excellence. Proven ability to manage multi-site portfolios, lead teams, drive sales growth, and optimize KPIs. Strong international mindset with fluency in English and Arabic and Spanish. Hands-on leader with solid experience in commercial performance, partnerships, and process improvement.

### PROFESSIONAL EXPERIENCE

#### Fresh Food Area Manager – Graduate Program

2025

PROSOL - Lyon France

Supervise and ensure the proper implementation of the company's commercial policy and brand concept.

Ensure the achievement of sales targets by driving sales growth across the assigned area.

Lead and support Department Managers in both commercial and HR management.

Motivate and engage field teams through hands-on leadership

#### Area Sales Manager FMCG

2023-2024

CASINO GROUPE - France

Managed a portfolio of 115 retail clients across multiple departments.

Led commercial partnerships and in-store sales activation initiatives.

Achieved +10% regional sales growth (Auvergne-Rhône-Alpes).

Maintained 85% visit coverage rate across client portfolio.

Delivered 90% customer satisfaction rate.

Analyzed sales KPIs and implemented targeted action plans to improve performance.

Coordinated supplier relationships and conducted client business reviews

#### Project Manager – Operational Excellence

2022-2023

FRET SNCF - Paris France

Assessment of Managers' Operational Excellence (OE) Maturity through the Design and Implementation of Evaluation Tools

Monitoring of Managers' Operational Excellence Projects

Support for Managers in Using and Leading Visual Management Tools

Assistance in Deploying Digital Initiatives to Optimize Management Processes

#### Department Manager – Home Appliances

2021-2022

Conforama - Paris France

Management of the G2 Department to Achieve Sales Targets

Supervision of After-Sales Service, Handling Customer Complaints and Returns

Department Promotion through Optimized Stock Management and Merchandising

Conducted Individual Interviews to Manage a Team of 15 Sales Representatives

#### Facility and Fleet Manager

2018-2020

EIFFAGE (APRR) - Paris France

Monitoring of Construction Work to Ensure Compliance with Deadlines and Standards

Management of Equipment and Vehicle Fleet to Optimize Available Resources

Acting Service Manager from May to December 2019

Supplier Account Setup to Streamline Procurement Operations

Supervision of Construction and Workshop Teams to Ensure Effective Coordination

Organization of the Management Convention for the Company's 50th Anniversary

Safe-Start Safety Prevention Certification

### CORE SKILLS

- Retail & FMCG Operations
- Sales & Business Development
- Multi-site & Area Management
- KPI Analysis & Performance Improvement
- Team Leadership & Training
- Client & Supplier Relationship Management
- Operational Excellence & Process Optimization

### HOBBIES / INTERESTS

Humanitarian Project Art

Sport

Canva

Travel

Football

### CONTACT DETAILS



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Lyon - France

### EDUCATION / TRAINING

#### Master's Degree – International Business (Work-Study Program)

Mbway Business School/ 2022/2024

#### Bachelor's Degree – Business Development Management (Work-Study Program)

Pigier management School/ 2022/2023

#### BTS – Management Support (Work-Study Program)

Pigier management School/ 2018/2020

### SOFTWARE & TOOLS

MS Excel | PowerPoint | Word  
Canva

CRM & Retail Tools (GOLD, SIGALE, GMAO)

### ADDITIONAL EXPERIENCE

Crew Member – McDonald's

Crew Member – Domino's Pizza

Sales Associate – Zara

Mover – 1001 Déménagements

Humanitarian Projects – Chad

Founder & Project Organizer

Humanitarian aid: food distribution and healthcare support

Fundraising and sponsorship management

### LANGUAGES

English - Fluent

Arabic - Advanced

French - Native

Spanish - Conversational