

## EXPORT BUSINESS DEVELOPMENT INTERNATIONAL SALES & MARKETING DIRECTION

ENGLISH – SPANISH – PORTUGUESE - ITALIAN - GERMAN

INDUSTRY CONFIRMED WORK EXPERIENCE

### CORE COMPETENCIES

#### STRATEGY:

Business strategy definition, implementation and management

#### MARKETING:

Market analysis to be influential and pro active in changes suggestion

#### FOREIGN LANGUAGES:

Multi-cultural and polyglot

#### MANAGEMENT:

Business resources & Teams management, (re)organization and optimization

#### EXPERIENCE:

Confirmed in the industry (Medical, mechanical, Oil and Gas, Rail, road), on multiple markets

#### RELATIONAL SKILLS :

Interpersonal skills, analysis, adaptation, enthusiasm and intellectual curiosity

#### BUSINESS DEVELOPMENT:

Prospecting, negotiation, technical recommendations and business development

#### SALES NETWORKING:

Building, follow-up, training, supervision and distributors or partners network management

#### KEY ACCOUNT MANAGEMENT:

Strategic accounts or OEM direct Management

### WORK EXPERIENCE

**Since March 2020: Sales & Marketing Director at ROSENBERG VENDOME** (subsidiary of ROSENBERG Group – 3rd world actor) electrical motors and fans designer & manufacturer for HVAC & Industrial applications.

- Worldwide manufacturers & Integrators of the HVAC market and others industries such as Railway, Marine, WindMills, Military, Aero, Médical .... Over Europe, Americas (North & South) and Asia.
- Export business strategy definition and implementation
- Sales & Business development: prospecting, negotiations => Turnover: Growth 21M€ to 34 M€ in 3 years.
- Subsidiaries, distributors and partners network development and monitoring
- Export team management and reorganization => change management
- Organization and participation to targeted fairs (Paris, Berlin, Milan, ...).

**From October 2016 to February 2020: Export sales Director & Business Development at WORMS ENTREPRISES** (IMER Group subsidiary – Civil work and construction equipment) designer & manufacturer of generators, pumps, high pressure washers and welding machines.

- Builders, integrators and worldwide operators of construction, mines, energy production and agriculture markets, distributors and partners network (Europe, Africa, Asia, North & South America and Middle East) development and monitoring.
- Export sales strategy definition and settlement – reorganization of the export department and behaviouring.
- Restart of the business development, COFACE
- Strategic accounts follow up => Turnover: 3.5 M€.
- Organization and participation to targeted fairs (Paris, Munich, Bangkok, Alger...).

## From October 2012 to October 2016 : Export Sales Director at SES SIGNALISATION

(COLAS- AXIMUM Group subsidiary – Road & Traffic Equipment) Variable Message Signs, road signs and electronic systems designer and manufacturer, dedicated to road Safety and traffic management.

- Builders, integrators and road worldwide operators (VINCI, TEIXEIRA, COSIDER, COLAS, SICE, INDRA, SCHNEIDER ...), regulation authorities, distributors-partners-prescriptors, in Europe, Africa, Middle East (EMEA) & Americas (North & South) areas. => Turnover: 8.5 M€.
- Export business strategy definition and implementation - Export team (8 pers.) management and reorganization
- Business development: prospecting, negotiations & Key Account Management
- Distributors and partners network development and monitoring
- Organization & participation to targeted professional Road & Traffic fairs (Moscow, Algiers, Abu Dhabi, Birmingham..).
- Communication media Adaptation (product brochure, power points, business case drafting, ...)

## April 2007 – September 2012: Export Sales Manager & B to B Marketing Manager,

**FAIVELEY TRANSPORT** (Rail Equipment Manufacturer) Energy & Comfort Division (200 M€ T.O), Electronic systems designer and manufacturer dedicated to the energy management and security of the train.

- Worldwide Rail Manufacturers (ALSTOM, BOMBARDIER, NIPPON SHARYO, ANSALDO...), operators and transit authorities, in Europe, the Africa, Middle East (EMEA), Americas (North & South) area. =>Turnover: 14 M€.
- Business Development, monitoring & supervision of subsidiaries sales forces (Local Market Review)
- BOMBARDIER (world leader) Key Account Manager for the Power Business Unit
- Marketing Division (6 pers. Worldwide) management and strategy coordination
- Documentary strategy Redesign (catalogs, data sheets, ...)
- Company participation to the major Rail Fair “INNOTRANS Berlin” (2010 & 2012) management

## December 2000 – March 2007: Export Sales Manager, HUTCHINSON

(Industrial rubber transformation worldwide leader – TOTAL group subsidiary), transmission systems activity (equipment manufacturer rank 1 Automotive & Appliances).

- Worldwide household appliances manufacturers (ELECTROLUX, WHIRLPOOL, FAGOR- BRANDT, BOSCH SIEMENS ...) in Europe, Mexico, South America, Middle East areas. => Turnover : 5 M€.
- Business development: prospecting, negotiation and OEM follow up.
- Area subsidiaries sales forces management and monitoring.

## August 1997 – November 2000: France & Export Sales Manager, SBPI

(Offshore platforms equipment and building).

- Oil & Gas companies (TOTAL, ELF Aquitaine, Chevron, Petrobras, ...), equipment manufacturers, oilfield integrators (TECHNIP, BOUYGUES OFFSHORE, SCHLUMBERGER, ...) in Europe, the Middle East (Iran, Iraq, ..) and Africa (Angola ).
- Prospecting, selection, monitoring and distributors management, OEM negotiations.
- New area Business development: Brazil.

## July 1994 – July 1997: Area sales Manager, KODAK

Health Science division (Film and digital imaging worldwide leader)

## LANGUAGES

Anglais



Espagnol



Portugais



Italien



Allemand



## EDUCATION & TRAINING

2002 - 2007:

Italian Learning

2006:

Training at the “Institut RENAULT”: « Technical projects Management »

2005:

Quality « Processus » training with the goal to « re-boot » company quality process

2003:

6 months coaching and training - cabinet ACTIFORCES « Management & Project management» as part of the Corporate HR project "CONVENTION 2003".

1990 – 1992:

ISEG Lille Diploma (major business school): International Business Management

1988 – 1990:

BTS Commerce International (2 years university degree in Export) at ESIG de Lille

1988:

High School Diploma “Baccalauréat A2” (Literature and foreign languages)

## MISCELLANEOUS

- 1999 - 2001 : Chairman of Board : Baroque music ensemble “Philidor” (budget: € 245,000)
- Passion for modern art, design and vintage car
- Skiing & cross trainer practice