

Business Unit Manager

I am eager for achieving ambitious goals in a fast-moving consumer oriented business, and I will rely on my demonstrated ability to organise and manage, my creativity and conscientious mind to that end.

Work experience

Since
February 2009

Operations Manager - CEO of the local entity

EDITEC UK Ltd. - Operator of gaming licenses in emerging markets

Mission: To implement and manage one/several project(s) in Africa with duties involving development and implementation of marketing and sales strategies, product development, sales analysis and forecasting, budgeting, research, administering the contracting and relationships with suppliers and partners, recruiting & supervising a staff of managers, technical and clerical employees.

February 2008
December 2008

Export Area Manager MENA (Middle-East & North Africa)

BONGRAIN EXPORT OVERSEAS – Export entity of the Bongrain Group Fresh food products

Mission: To select and manage local partners (importers and distributors) in 12 markets. To recommend and lead the Sales and Marketing policy in each country. To propose quantitative objectives (sales and margin) and to elaborate action plans in order to reach them. To recommend and control budgets. To take care of pricing.

July 2005
March 2007

Sales & Marketing Manager

CANALSAT HORIZONS - Satellite TV Service for the African market

Mission: To ensure steady growth of the business and to take part in the development of the local partner (7 stores nationwide and 20 sub-retailers). In charge of local brand strategy implementation (CRM events, communication, PR). Involved in the regional commercial strategy. Management of the sales and telemarketing teams (21 persons). Implemented new management procedures. Key account management.

Means: Sales network: 7 stores and 20 sub-retailers nationwide
Sales team of 21
Telemarketing team of 2

February 2004
June 2004

Development consultancy within the Move program.

DIOUDA – Ethnic cosmetics mail order business

Mission: To produce strategic and operational recommendations related to business plan, direct marketing, viral-marketing...

Appraisal: Reactivation and acquisition of customers, implementation of a scoring system (RFM), target sampling by geomarketing.

May 2003
September 2003

Assistant Category Manager/Product Manager

ARGEDIS (TOTAL gas stations' shops) – Sales and Marketing Department

Mission: To take part in the management of an own-brand product range and in Category Management through analysis and recommendations. Responsible for promotional operations.

Appraisal: Optimisation of the portfolio, new-product tests and launches, efficient sales incentive

September 2002
March 2003

Junior Account Manager

B&C Communication - Advertising & Marketing Agency _ Douala (Cameroon)

Mission: To produce communication campaigns (including TV commercials, outdoor posters, radio ads...) and to organize international events for the Cocoa Producers' Alliance and the Ministry for Higher Education of Cameroon.

Appraisal: Acquisition of a major budget (457 K€) after a call for tender, event renewed, international broadcasting of a TV ad.

June 2002
August 2002

Category Planning Assistant

CLOVER-DANONE - Commercial Department _ Johannesburg (RSA)

Mission: To produce store profiles, perform product ranging, build planograms and implement them across the country.

Means: Teams of merchandisers

Appraisal: 58 store profiles, 32 in-store implementations of milk, yoghurt, juice, and cheese categories

June 2001
August 2001

Business Development Assistant

Proximity BBDO - Marketing Agency

Mission: To take part in business development (canvassing, competitions, awards, internal and external communication)

June 1999
August 1999

Waiter

VICE VERSA (Up-market Italian restaurant) _ New York City (USA)

Mission: Waiter

Diplomas and education

September 2000
June 2004

Lille Graduate School of Management (ESC Lille)

Three-year business management degree with a specialization in Marketing including:
-Sandwich year 2002-2003: 3 work placements over 14 months
-MOVE Certificate (Mail Order Valley Europe): optional development programme aimed at mail-order companies

Area of specialisation: Marketing

September 1998
May 2000

Classes Préparatoires Economiques et Commerciales (IPECOM)

Two-year intensive preparation programme for business school competitive entrance examinations

Area of specialisation: Mathematics

September 1995
June 1998

Jean-Baptiste de la Salle High school

Baccalaureate degree in Science

Area of specialisation: Mathematics

Language skills

English

Speaking competence: Fluent, **Written competence:** Fluent

French

Speaking competence: Native speaker, **Written competence:** Native speaker

Spanish

Speaking competence: Fluent, **Written competence:** Intermediate

German

Speaking competence: Intermediate, **Written competence:** Intermediate

Various

Base Ball

Played for 12 years in local teams (Louviers and Rouen)

Martial Arts

Practice of Judo (9 years), Karate (2 years), and Krav Maga (2 years)

Travelling

20 countries visited, among which 4 during extended stays (USA, RSA, Cameroon, and Spain)
1 year altogether in the USA

Visual arts

B&W Photography
Computer assisted graphics
Cinema