



Alexandre Souzy

Wine Import Manager at Carrefour China

D.O.B: 19/07/1985 (27)
Driving license
Single
International Mobility

✉ 134 Chemin de la Rivière
83400 Hyères
@ alexsouzy@gmail.com
☎ +33 4 94 57 30 19
S a.souzy

Education

OIV Master of Science in Wine Management – Montpellier SupAgro / International Wine Organization
Network of International Vine and Wine University Association (AUIV), Transnational - (October 2011 - August 2012)

- ▶ 11 months multidisciplinary program travelling around 25 countries and meeting main professionals of wine sector

Master of Arts “Project Coordinator for Food Industry” (majored in marketing)
Institut Supérieur Européen de Management Agroalimentaire, Avignon, France - (September 2009 - August 2012)

- ▶ Double-skills program: ISARA LYON (school of engineering) and EUROMED MARSEILLE (business school)

BTS – equivalent to Associate of Arts – in Wine Production, Sales and Marketing Techniques
VVF – E-learning lectures, Tain l'Hermitage, France - (November 2007 - June 2009)

BTSA – equivalent to National High Diploma – in Viticulture and Oenology
Lycée François Pétrarque, Avignon, France - (September 2005 - June 2007)

Bac Pro – equivalent to “A” level – in biology sciences (minored in Vine and Wine)
Lycée Agricole, Hyères, France - (September 2001 - June 2005)

Work Experience

Wine Import Manager

Carrefour China, Shanghai, Chine - VIE - January 2013, current job

Wine Category Manager: wine range building

Cabesto, Aubagne France - Internship - May 2011, September 2011 (5 months)

- ▶ - Stores **range structure conception**
Products **selection**
Negotiation with current and future suppliers
Management of range performances (Turnover, margins...)
Push promotions in stores
Newspaper advertising redaction
- ▶ Merchandising : new wine range **implantation** in POS

E-business Assistant for a wine website

75cl.com, Paris, France – Training Period - December 2010, December 2010 (1 month)

- ▶ Website updating, web communication
- ▶ Actualisation and lunch suppliers ranges

Beverage Department Assistant Manager

Auchan, Avignon, France - Internship - February 2010, April 2010 (2,5 months)

- ▶ Hypermarket Spring Wine Fair preparation and participation
- ▶ Operational work in the store wine range
- ▶ Optimisation of the daily planning for employees (cost rationalisation)

Sales Representative

Château Vert, La Londe, France - Perm contract - October 2007, August 2009 (23 months)

- ▶ **Prospected** traditional channel (ORECA)
- ▶ Hosting events preparation in supermarkets
- ▶ **Animation of tastings** for companies seminars
- ▶ Versatility in Wine Estate: vine-growing and wine-making

Stages en viticulture et oenologie

Domaine de Trians, Néoules ; Coopérative de Pierrefeu (83) - 2001, 2007 (11 months)

- ▶ Vine conduct and **wine-making of 3 vintages**

Skills

Wine sales and marketing

- ▶ Advises / sales B to C
- ▶ **Canvassing** on-premise channel
- ▶ **Merchandising, Trade Marketing**
- ▶ **Organisation of hypermarkets wine fairs**
- ▶ **Sourcing / buying** in global retailing
- ▶ **Negotiation – Supermarket Head Office**
- ▶ Change management in operational teams
- ▶ Products **development** via innovation
- ▶ Studies: market, consumption, distribution

Vine-growing and Wine-making

- ▶ **Vineyard management**
 - Pruning and winter works
 - Green works
 - Land work (ploughing)
 - Harvest management
- ▶ **Oenology**
 - Wine-making of white, rosé and red wines

Computer skills

- ▶ Pack Office: Word, Excel, PowerPoint
- ▶ Adobe Photoshop
- ▶ Datamag (Back Office retail-store software)
- ▶ GanttProject (project management software)
- ▶ Computer systems: Windows 7 and Linux
- ▶ E-business / E-promotion

Languages

- ▶ French: mother tongue
- ▶ English: professional level
- ▶ Spanish: basics
- ▶ Italian: basics

Centres of interest

- ▶ Oenology (wine-tasting organisation)
- ▶ Sports (handball, tennis)
- ▶ School activities: member of the Junior Consultant start-up of ISEMA, class delegate during 4 years
- ▶ I enjoy reading financial newspapers, novels and playing poker