

ELODIE RAYNAL-DREVET

RESUME
PROFESSIONAL OUTLINE
PORTFOLIO
REFEREES

ELODIE RAYNAL-DREVET

RESUME



ELODIE RAYNAL-DREVET

MARKETING & EVENTS MANAGER

- Dual expertise: Marketing ESSEC Business School & Industrial Engineer GRENOBLE INP
- 8 years experience in industrial, marketing and events project management
- Strong ability to persuade and federate multidisciplinary players
- Full unlimited right-to-work in Australia
- **Dynamic, creative, analytical and results oriented**

Key Skills

- **Brand Launches and Relaunches**
- **Industry Engagements and Events**
- Project Management
- Operational Marketing Strategies
- Product Development & Innovation
- Marketing Intelligence
- Campaign Management
- Media Liaison and Communications
- International Procurement
- Personnel Leadership
- Performance Management

Education

ESSEC (2009-2010)

BUSINESS SCHOOL

ADVANCED MASTERS OF MARKETING

(6-year University Degree)

PICON & GRAND MARNIER | Corporate management of an aging brand: challenges and classic strategies. (Professional thesis. *With honors.*)

GRENOBLE INP (2003-2006)

INDUSTRIAL ENGINEERING SCHOOL

NATIONAL POLYTECHNIC INSTITUTE

(5-year University Degree)

RENAULT-NISSAN | Optimizing industrial purchases through volume effect. (Dissertation. *With honors.*)

MOËT & CHANDON | Improving traceability to fight against counterfeiting. (Dissertation. *With honors.*)

References

MICHELIN

Cédric BINOIT | General Manager Australia

Oliver BIGGART | Marketing Director

DGF

Marc MORANDI | Marketing Manager

Summary

A skilled and experienced Marketing Manager, I have worked as a Brand Manager and Marketing Manager since completing my Masters of Marketing in 2010. I have played an integral role in a number of high-profile launches including for MOËT HENNESSY DIAGEO, and DGF PARIS, an organisation that provides high quality raw materials and semi-finished products to restaurants and pastry chefs. In addition to developing complex, multichannel marketing strategies to win market acceptance for new products in a conservative and highly specialized category, I also oversaw delivery of the MONDIAL DES ARTS SUCRÉS, a high-level international pastry competition. More recently, I have been in charge of Trade Marketing, Brand Management and Events on behalf of MICHELIN AUSTRALIA, a premium tyre manufacturer.

I began my career in industrial procurement and project management, which adds a profound understanding of supply and value chains to my skill-set. I have been able to leverage this experience to orchestrate new product development and brand launches, with marketing components linked seamlessly to production.

Having relocated to Australia from France in 2013, I am now seeking to continue my career, focussing on my core skills in brand remediation and revitalisation, across complex consumer and industry market segments.

Experience

MICHELIN AUSTRALIA | Operational Marketing Manager

Automotive Industry (B to C) | Melbourne (Australia) | 2014 - 2015

MICHELIN AUSTRALIA | Marketing Executive

Automotive Industry (B to B) | Melbourne (Australia) | 2014

DGF | Marketing Manager

Food Market & Gastronomy (B to B) | Paris (France) | 2011 - 2012

LVMH (MOËT HENNESSY DIAGEO) | Brand Manager

Wine & Spirits Market (B to B and B to C) | Paris (France) | 2010

RENAULT | International Buyer & Product Manager

Automotive Industry (B to C) | Paris (France) | 2006 - 2009

RENAULT | International Buyer

Automotive Industry (B to C) | Paris (France) | 2006

LVMH (MOËT & CHANDON) | Project Manager

Wine & Spirits Market (B to C) | Epernay - Champagne (France) | 2005

Added Values

Complete profile (analytical and creative) | Global vision and consideration of related issues | Genuine ability to adapt to situations and personalities | Strong commitment, sense of purpose

Personal congratulations
from Jean-Luc Champaud,
CEO - DGF Paris,
in the award ceremony of
the 3rd edition of the
'MONDIAL DES ARTS SUCRÉS':

“ *Thanks to the
services who
worked night and
day for this to
come together,
notably the
marketing service,
Elodie Raynal
and Marc Morandi.* ”

Video of the event available
upon request.

(Note: Marc worked as a
Marketing Assistant and was
in my team.)

EMPLOYMENT HISTORY

MICHELIN AUSTRALIA | Marketing Executive (then) Operational Marketing Manager Automotive Industry (B to C) | Melbourne | 2014-2015 (maternity leave replacement)

Brand Management | Marketing and Sales Collateral (flyers, catalogues, merchandising) | Trade Marketing | POS & NPd in-store execution | Promotional Offers | Graphic Design | Product Launches | Events | Media (Magazines) | Trade Shows | Communication | Marketing Campaigns | Channel and Retailer Activations

- ▶ **Implement 2 new offers (product launches)** and accelerate the penetration of existing offers (promotional activation, POS, networks, trade shows, brand visibility).
- ▶ **Increase Brand Preference** leveraging customer touch points and dealers' prescription.
- ▶ **Audit the MICHELIN FLEET SOLUTIONS Sales Department** and implement the corrective actions (strategic analysis, brochure and training).
- ▶ **Achievements:** Successful in exceeding KPI's, in particular customer satisfaction and adhesion to the brand in a demanding industry (achieved over 2015, 2 product launches and 3 corporate events: 94.3% vs. objective: 80% and 2014 results: 67.8%).

DGF | Marketing Manager

Food Market & Gastronomy (B to B) | Paris | 2011-2012

Team Management | Corporate and Strategic Marketing (Marketing Plan) | Brand Management | Innovation | Product Management & Development | Advertising & Digital Marketing (Websites, Social Media, CMS, EDMs) | Industry, Media and Public Communications (Bilingual Editorial Content, PR, Press Releases) | Events & Product launches | Marketing Intelligence & Consumer Research | Marketing and Sales Collateral (Catalogues, POS, Packaging) | Project Management | International Business Development | Budget Management | Retailer Activations | Promotional Strategies | Trade Shows

- ▶ **Breathe new momentum to 6 brands of high quality raw materials** and semi-finished products for pastry chefs (chocolates, pastry decorations, food aids, etc.).
- ▶ **Achievements:** Overall DGF brand appreciation increase in the pastry field through recommendation and implementation of targeted marketing campaigns. Strong interest increase in the 'MONDIAL DES ARTS SUCRÉS', a prestigious international pastry competition, with real recognition by peers.

LVMH (MOËT HENNESSY DIAGEO) | Brand Manager

Wine & Spirits Market (B to B and B to C) | Paris | 2010

Brand Management | Corporate and Strategic Marketing | Marketing Plan | Marketing and Sales Collateral | Media and Public Communications (inc. Press Releases) | PR | Advertising | Digital Marketing | Events & Product launches | Marketing Intelligence (NIELSEN, COGNOS) | FMCG | Limited Editions | Agency Briefings | POS | EDMs

- ▶ **Breathe new momentum to 2 spirits brands** distributed in both the on-trade and off-trade markets: PICON (FMCG) and GRAND MARNIER (Luxury).
- ▶ **Achievements:** Genuine revitalisation of 2 aging brands. Successful organisation of 2 showcase events: 1 concert (PICON) and 1 trendy private party (GRAND MARNIER).

RENAULT | International Buyer & Product Manager

Automotive Industry (B to C) | Paris | 2006-2009

Complex Industrial Project Management | International Procurement | Negotiation | RFQ & RFI | Product Management | Quality Audit | Crisis Management | SAP | Budget Management | Leadership

- ▶ **Assume full responsibility for a budget of €60M** (3 ranges of technical and complex products - 1500 references - 11 international projects) and ensure the best cost-quality-time equation for all products.
- ▶ Pooling of technical parts purchases between RENAULT, NISSAN-UK and NISSAN-JAPAN (4 product lines - 25 references) to achieve economies of scale.
- ▶ **Achievements:** Successful in exceeding KPI's. Significant cost reductions (achieved in 2008: €2.6M vs. objective: €2.1M). Quality improvement of purchased parts (occurrence of defective parts in 2008: 2/1000 vs. objective: 3.4/1000).

LVMH ((MOËT & CHANDON) | Project Manager

Wine & Spirits Market (B to C) | Epernay - Champagne | 2005

Industrial Engineering | Supply Chain | Project Management

- ▶ Drive the implementation of a new Champagne bottle traceability system.
- ▶ **Achievements:** Effective and optimized new traceability system in place in 3 months

ELODIE RAYNAL-DREVET

PROFESSIONAL OUTLINE

TOUGHER SIDEWALLS

20% tougher sidewalls thanks to the race-proven CoreGard™ Technology.¹

OUTSTANDING ALL-TERRAIN TRACTION

+10% grip in mud.²

MORE ON AND OFF-ROAD MILEAGE

Lasts 2 x longer on gravel³ and 15% on asphalt.⁴



BFGOODRICH® ALL-TERRAIN T/A® KO2

OUR TOUGHEST ALL-TERRAIN TYRE. EVER.



BFGoodrich® 4WD tyres are at home in places where a slow crawl is a heart-pounding pace. Their toughness is proven over decades of racing domination in the deserts of Baja. So they can take the punishment, no matter how far off-road you want to go.

Find yours at www.bfgoodrich.com.au. www.facebook.com/bfgoodrichaunz

¹Based on internal sidewall splitting test vs BFGoodrich® All-Terrain T/A® KO tyre in size LT265/70R17. Sidewall splitting test results were derived from a simulated sidewall aggression testing machine (patent pending US20120245859A1).

²Mud test – Based on internal subjective tests vs BFGoodrich® All-Terrain T/A® KO tyre in size LT265/70R17. ³Off-road test – Based on commissioned third-party gravel endurance tests versus BFGoodrich® All-Terrain T/A® KO tyre size LT265/70R17. ⁴On-road test – Based on internal wear tests versus BFGoodrich® All-Terrain T/A® KO tyre size LT265/70R17.

Company Profile

Michelin, the worldwide leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tyres for every type of vehicle, including airplanes, cars, 2 wheels, earthmovers, farm equipments and trucks.

It also offers electronic mobility support services on viamichelin.com and publishes travel guides, hotel and restaurant guides, maps and road atlases.

Headquartered in Clermont-Ferrand (France), Michelin is present in more than 170 countries, has 112,000 employees and operates 68 production plants in 17 different countries.

More information available at www.michelin.com.au

MARKETING MANAGER AT MICHELIN

OPERATIONAL MARKETING MANAGER

Apr 2015 - Nov 2016 | Melbourne (Australia)

Deploy MICHELIN and BFGoodrich products and services offer in line with marketing plan and corporate guidelines to gain market shares in Australia and New Zealand.

BRAND MANAGEMENT AND CORPORATE POSITIONING | MARKETING AND SALES COLLATERAL | INDUSTRY, MEDIA AND PUBLIC COMMUNICATIONS | EVENTS AND PRODUCT LAUNCHES | TRADE MARKETING

Responsibilities

- ▶ **Manage day-to-day operational activities** (agency briefings, promotional offers, contests, POS, external agency relationships, etc.) to ensure translation of international brand strategy into local market execution
- ▶ **Implement new offers (product launches)** and accelerate the penetration of existing offers for MICHELIN and BFGoodrich brands
- ▶ **Increase Brand Preference** leveraging customer touch points
- ▶ **Increase Dealers' Prescription** by improving significantly the relationships with both the TYREPLUS (cars) and MSC networks (trucks)
- ▶ **Organise a 1-week event overseas (100 customers, budget of \$1M)** to engage dealers into an ambitious business development plan

Achievements

- ▶ **Set up a new commercial calendar planning and carried out commercial operations** (promotions, trade, communication, events)
- ▶ **Deployed 2 new ranges of products and 4 new seasonal promotional offers**
- ▶ **Implemented the touch point strategy** by providing relevant POS and improving the communication platform (RP, events, social media)
- ▶ **Organised 15 successful events**, including: 2 product launches, the 'Vive La France' trip (98 customers, budget of \$1M, 1 week, France), a conference for the TYREPLUS network (50 customers, budget of \$300K, 5 days, New-Zealand), a conference for the MSC network (20 customers, budget of \$200K, 3 days, New Zealand) and 6 trade shows in Australia
- ▶ **Significantly improved the dealers' engagement towards MICHELIN and customer's satisfaction in a very demanding industry** (achieved over 2015, 4 product launches and 3 events: 94.3% vs. objective: 80% and 2014 results: 67.8%)



Project: MONDIAL DES ARTS SUCRÉS 2012 (3RD EDITION)

The 'MONDIAL DES ARTS SUCRÉS' (**MDAS**) is a mixed international competition of pastry. Considered as the outsider of the pastry's competitions until the 2nd edition, the MDAS competes from now on with famous 'WORLD CHAMPIONSHIP OF PASTRY'. By becoming the theater of avant-gardiste techniques and world premieres, the MDAS indeed stood out as a prestigious competition, the place to be. This picture is the perfect illustration. The Japanese candidate is achieving a real technical exploit which has amazed the big names in the business. By being inspired by the technique of the glass-blowers, he created a perfect multicolor sugar ball, never seen before. Just amazing!

Company Profile

DGF is a raw materials and semi-finished products distributor to all food professionals (bakers, pastry chefs, chocolatier, ice cream makers, caterers, fast foods).

Present in France and internationally (namely Japan), DGF relies on an extensive network of distributors and on the expertise of five pastry chefs - of which two were nominated 'MEILLEUR OUVRIER DE FRANCE' (Best worker in France) - to offer quality products, tailored to comply with the end consumer's taste requirements, in accordance with the highest agri-food standards.

More information available at www.dgf.fr.

MARKETING MANAGER AT DGF

MARKETING MANAGER

May 2011 - Nov 2012 | Paris (France)

Breathe new momentum to 6 brands of raw materials and semi-finished premium products for demanding pastry chefs and restaurateurs (coating chocolates, fruit purees, pastry decorations, catering products, food aids).

CORPORATE AND STRATEGIC MARKETING | BRAND MANAGEMENT AND CORPORATE POSITIONING | INNOVATION | PRODUCT MANAGEMENT & DEVELOPMENT | ADVERTISING AND DIGITAL MARKETING | INDUSTRY, MEDIA AND PUBLIC COMMUNICATIONS | EVENTS AND PRODUCT LAUNCHES | MARKETING INTELLIGENCE | MARKETING AND SALES COLLATERAL | PROJECT MANAGEMENT | INTERNATIONAL DEVELOPMENT

Responsibilities

- ▶ **Developing new, innovative and multi-channel marketing strategies**, to:
 - Support international business development (Europe, Dubai, Japan)
 - Increase brand equity (implementing insights from consumer research, developing relevant communication, improving partner-relationship and reinforcing brand image through the MDAS)
- ▶ **Managing marketing function**, including:
 - Setting strategy and targets & Delegating tasks to meet performance expectations
 - Developing ambitions by brand across the portfolio and regions
 - Managing the marketing budget & Tracking marketing performance/plan effectiveness
 - Developing relationships with consultants and international vendors
 - Liaising with other customer-facing teams to deliver consistent brand messaging
 - Supporting operational development of brand portfolio (including new product launches, new packaging, business channel planning and value chain development)
- ▶ **Conducting market analysis**, including:
 - Identifying market requirements and running products tastings
 - Understanding awareness of and response to the business
 - Adapting marketing plans in response to competitors and customers information

Achievements

- ▶ **Managed budget in excess of €1M**, leveraging background in vendor management to reduce costs
- ▶ **Provided leadership to Marketing Department**
- ▶ **Developed and launched integrated, multi-channel marketing strategies**, across: Print, Catalogue, Web, Direct Marketing Campaigns
- ▶ **Rationalised product portfolio** through analysis and product segmentation by creating 2 new sub-brands, for best value products dedicated to finger foods industry, and repositioning remaining sub-brands to pursue a strategy to move upmarket
- ▶ **Led market launch of 6 new product ranges** from opportunity identification, including researching market gaps, collaborating with Pastry Chefs Team to create new products and development of promotional collateral (packaging, brochures, POS)
- ▶ **Oversaw Monthly Specials program**, including flyers, covering bargains and discounts, new products and seasonal products
- ▶ **Oversaw social media strategies** (including updates, rolling out events, campaigns and product launches across the official Facebook page)
- ▶ **Managed development of event website** (www.mdas2012.com), including scoping the project, developing bilingual editorial (French and English), managing interface design and ongoing maintenance parameters
- ▶ **Rethought web portal architecture and design to deliver dynamic corporate website** with bilateral communication flow (www.dgf.fr)
- ▶ **Redesigned aesthetic communication tools** in line for brand realignment and activation (including layout of monthly recipe cards for improved call-to-action and brand alignment, flyers for international trade shows and 5 new product brochures)
- ▶ **Drafted editorial content for premium publications** such as THE PÂTISSIER JOURNAL and ELLE
- ▶ **Organised a major international pastry competition**, the MONDIAL DES ARTS SUCRÉS

Project: THE “GRAND MARNIER RUBY EDITION”,
a new limited edition bottle to refresh the brand

Perfectly black and preciously red. To celebrate its 130th anniversary the 8th Limited Edition Bottle has pulled off a real coup, by wearing a seal on a black satin dress. This lapidary effect brings out the full light from the liqueur, in a stone with an extravagant sparkle and subtle lighting.



Company Profile

Moët Hennessy Diageo (MHD) is part of the LVMH Group. It is a joint venture between two major groups of wines and spirits (Moët Hennessy & Diageo) in charge of distributing the products of both groups.

The MHD brand portfolio is extensive and includes, among others: Champagnes Moët & Chandon, Veuve Clicquot and Dom Perignon, vodkas Smirnoff, Belvedere and Ketel One, whiskies Johnnie Walker and J&B, liqueurs Baileys and Grand Marnier, and cognac Hennessy.

More information available at www.mhdm.com.my.

BRAND MANAGER AT LVMH

BRAND MANAGER

Jul 2010 - Dec 2010 | Paris (France)

Breathe new momentum to 2 spirits brands distributed in off-trade and in-trade: PICON (FMCG) and GRAND MARNIER (both Mass-market and Luxury market). Insure marketing activities are aligned with business strategic objectives.

BRAND MANAGEMENT AND CORPORATE POSITIONING | MARKETING AND SALES COLLATERAL | MEDIA AND PUBLIC COMMUNICATIONS | ADVERTISING AND DIGITAL MARKETING | EVENTS AND PRODUCT LAUNCHES | MARKETING INTELLIGENCE | CORPORATE AND STRATEGIC MARKETING

Responsibilities

- ▶ **Managing day-to-day operational activities** (agency briefings, promotional offers, limited editions, contests, POS, shoots photos, external agency relationships, etc.) to ensure translation of brand strategy into market execution
- ▶ **Actively participating in the construction of the 1 and 3-year marketing plans** (market research, consumer feedback, study of the typical consumer, competitive intelligence, sales results analysis via NIELSEN and COGNOS, return on marketing investment, recommendations)
- ▶ **Organising 2 major events** for PICON and GRAND MARNIER
- ▶ **Developing an efficient communication** (sales pitches, sales brochures, press kits, advertising campaigns, website www.avoszincs.com)
- ▶ **Managing both external and internal relationships** (outsourced sales force for PICON, external agencies, printers, press agency, commercial department)
- ▶ Insuring marketing activities are aligned with business strategic objectives
- ▶ Adopting a genuine and enthusiastic customer service approach

Achievements

- ▶ **Revitalised 2 aging brands** and managed the entire 360° Marketing efforts for the On-Trade Market and Mass-Market Retailing circuits
- ▶ **Successfully organised two showcase events:** 1 concert for PICON and 1 trendy private party for GRAND MARNIER (respectively 350 and 1200 people including VIPs, opinion leaders and journalists)
- ▶ **A proven track record in preparing and managing a budget** and delivery projects on time



Project: ENSURE THE BEST COST-QUALITY-TIME EQUATION FOR SWITCHES

Purchasing switches (steering column controls and switches, multifunctional controls) is a complex process, which involves working to strict deadlines whilst managing a tight budget and always ensuring an excellent quality of the parts, an absolute prerequisite to ensuring security of cars.

Company Profile

Renault is a French automaker and a major player in the global automotive industry.

The consortium linking Renault to Nissan since 1999 has enabled both companies to consolidate their traditional markets and to position itself as the third largest global manufacturer with a 2012 turnover of € 41.3 billion.

More information available at www.renault.com.

INTERNATIONAL BUYER AT RENAULT

INTERNATIONAL BUYER PRODUCT MANAGER

Jul 2006 - Sep 2009 | Paris (France)

Assume full responsibility for a budget of €60 million (11 international projects - 3 ranges of technical products - 1500 part references) and ensure the best cost-quality-time equation for all products.

Leader of the 'Purchasing optimisation of under the steering wheel controls and switches for the Logan vehicle' (competitive intelligence, capitalisation and sharing of 'best practices') working group in 2009.

PROJECT MANAGEMENT | INTERNATIONAL PROCUREMENT | QUALITY AUDIT | PRODUCT MANAGEMENT | NEGOTIATION | REQUEST FOR QUOTATION | CRISIS MANAGEMENT | SAP | BUDGET MANAGEMENT

Main responsibilities

- ▶ **Drafting of tenders** with the Marketing, Engineering, Production (Plants) and Logistics Departments
- ▶ Selection and referencing of new suppliers
- ▶ **Competitive and technology intelligence**
- ▶ **Audit of industrial sites**
- ▶ **Budget development and monitoring**
- ▶ Consideration of received feedback, proposals and implementation of corrective actions
- ▶ **Negotiations with international suppliers** to optimize costs (namely through a redefinition of technical specifications in collaboration with the concerned suppliers and a production line operators training program)
- ▶ Active participation in the Navigation For All project (GPS common to all vehicles)
- ▶ **Coordination during crises** (supply disruptions and quality crises)

Transverse Role

- ▶ **Coordination of the global Purchasing processes** for these 3 product lines for the Logan project (functional management of 6 international buyers).

Achievements

Successful in exceeding KPI's:

- ▶ **Significant cost reductions** (achieved in 2008: -4.42% corresponding to €2.6M vs. objective: -3.77% corresponding to €2.1M)
- ▶ **Genuine quality improvement of purchased parts** (occurrence of defective parts in 2008: 2/1000 vs. objective: 3.4/1000)
- ▶ **Substantial improvement of logistics flow reliability** (deadlines met in 2008: 98.1% vs. objective 96.8%)



Project #1: POOLING OF PURCHASES BETWEEN RENAULT & NISSAN

By combining purchasing volumes, the Renault-Nissan consortium has achieved economies of scale, namely for fasteners (screws, nuts, metallic clips).

Project #2: A NEW TRACEABILITY SYSTEM FOR MOËT & CHANDON

Fighting against counterfeiting represents a key challenge for every luxury product. Moët & Chandon Champagne is no exception to the rule. Facing a counterfeiting on a large scale in South America, a better traceability of the bottles was essential.



Company Profile

Renault is a French automaker and a major player in the global automotive industry.

The consortium linking Renault to Nissan since 1999 has enabled both companies to consolidate their traditional markets and to position itself as the third largest global manufacturer with a 2012 turnover of € 41.3 billion.

More information available at www.renault.com.

INTERNATIONAL BUYER AT RENAULT

INTERNATIONAL BUYER MANAGER

Jan 2006 - Jul 2006 | Paris (France)

In the scope of the RNPO Alliance (Renault Nissan Purchasing Organization), pooling of technical parts purchases between Renault, Nissan-UK and Nissan-Japan (4 product lines - 25 part references - all vehicles) to achieve economies of scale.

PROJECT MANAGEMENT | INTERNATIONAL PROCUREMENT | PRODUCT MANAGEMENT | NEGOTIATION | REQUEST FOR QUOTATION

Responsibilities

- ▶ Techno-economic analysis of the project
- ▶ Drafting of tender supplier
- ▶ Negotiations in tandem with a senior buyer
- ▶ Reporting and summaries for decision-making
- ▶ Issuance of contracts via SAP

Achievements

Identification of a 50% savings potential for the Renault-Nissan Alliance on the n+1 budget (thanks namely to the 'volume' lever).

Company Profile

Moët & Chandon is the world leader in Champagne.

The Moët & Chandon brand portfolio includes some iconic brands, namely Dom Pérignon.

Located in the centre of Epernay, the capital of Champagne, the brand is part of the LVMH Group (Louis Vuitton Moët Hennessy Group).

More information available at www.moet.com.

PROJECT MANAGER AT MOËT & CHANDON

PROJECT MANAGER

Jul 2006 - Sep 2009 | Paris (France)

Drive the implementation of a new Champagne bottle traceability system.

PROJECT MANAGEMENT | SUPPLY CHAIN | INDUSTRIAL ENGINEERING

Responsibilities

- ▶ Technico-economic feasibility study of the project
- ▶ Implementing a new Champagne bottle traceability system
- ▶ Interface with the various departments involved (Production, Marketing, Purchasing, Logistics, Quality, Computer Programming and R&D)
- ▶ Technical validation and optimisation of the installed traceability system
- ▶ Implementation of a new production line organisation (operator training and formal definition of new procedures)
- ▶ Insuring adherence to new processes

Achievements

Effective and optimised new traceability system in place at the end of my mission.

ELODIE RAYNAL-DREVET

PORTFOLIO

EXAMPLES OF PRODUCT DEVELOPMENT

Operational Marketing & Product Development

Promotional offer for Grand Marnier / Launch of 4 new ranges of premium chocolates (namely “Origine” & “Rainforest”) / Launch of 1 range of innovative coatings (“Glaçage Express”)



SOME EXAMPLES OF PRODUCT MANAGEMENT

EXAMPLES OF AD MATERIALS



The 'French Touch' advertising serial, a successful story

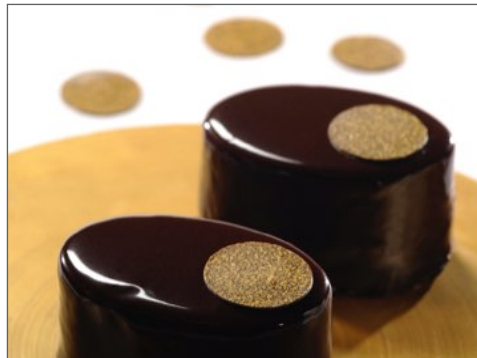
Just ahead of the summer holiday season, every year, Picon proposes two new advertising pictures, variations on the 'French Touch' theme.

A large-scale advertising campaigns which invade the Parisian subway, bus stops and suburban shopping malls.



TWO RELEVANT EXAMPLES OF ADVERTISEMENT MATERIALS CREATED FOR A VERY FRENCH BITTERS, PICON: THE 'FRENCH TOUCH' ADVERTISING SERIAL

EXAMPLES OF SHOOTING PHOTOS



Shooting photos

Here are some examples of shooting photos made at DGF.

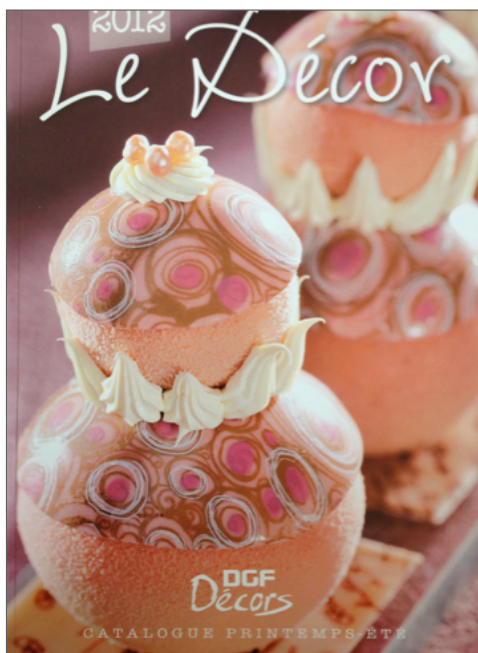
Stage the brand with aesthetic and modern photos: such an indispensable condition to create a strong, inescapable and enviable brand.

EXAMPLES OF GRAPHIC DESIGN & POS



THREE RELEVANT EXAMPLES OF POS AND GRAPHIC DESIGNS DONE FOR MICHELIN AUSTRALIA (NEW STORE OPENING, NEW BFGOODRICH PRODUCT LAUNCH AND BRANDING FOR A MAJOR BUSINESS TRIP - 'VIVE LA FRANCE')

EXAMPLES OF PRODUCT CATALOGUES



4 RELEVANT EXAMPLES OF CATALOGUES DONE TO REJUVENATE THE DGF BRAND

The common guideline of all these communication materials? Create memorable mediums - design, simple, effective - to make the difference.

The previous catalogues



EXAMPLES OF EDITORIAL CONTENT



TWO RELEVANT EXAMPLES OF EDITORIAL CONTENT WRITTEN IN ENGLISH FOR THE "MONDIAL DES ARTS SUCRÉS WEBSITE" (*)

“ Fun, Excellence and Variety!

In 2008, DGF and EUROPAIN came together to organize one of the world's most prestigious patisserie competitions. Following national and/or continental heats, young talents proudly represent their country at the Mondial Des Arts Sucrés, which take place at EUROPAIN exhibition all even years. 2012 was the third edition of the MDAS.

The difference to other competitions? A unique concept: a mixed team (one man and one woman). It is important to know that it does not exist yet any competition in the international scene based on mixed team which is quite unique!

Their challenge? Preparing thirteen culinary creations in twenty hours, over two days. The rich and comprehensive programme includes:

- ▶ One sugar showpiece
- ▶ (...)
- ▶ Two plated desserts (hot and cold)

2012 edition keys of success? The "Cube". For the first time, the Mondial Des Arts Sucrés joined the Cube, a new but much-talked-about concept developed by Europain. The Cube is unique in bringing together three world-renowned competitions in the same venue. These three complementary events celebrated the food services industry: the Bocuse d'Or for chefs, Coupe du Monde de la Boulangerie for bakers and Mondial Des Arts Sucrés for pastry chefs-chocolatiers.

The third edition was a big success (...)

(*) <http://mdas2012.com/en/content/fun-excellence-and-variety>

“ Spotlight on women

Every edition of the Mondial Des Arts Sucrés brings together talented women.

For these professionals, the MDAS trophy is important to be recognized in the pastry field. It is also a way to prove that a woman has as many qualities as a man. That is why the Mondial Des Arts Sucrés is a wonderful event!

All are destined for a wonderful future in the industry and will amaze you with their creations.

”





**VIVEZ LA PASSION DU
MONDIAL DES ARTS SUCRÉS
DU 3 AU 6 MARS 2012 !**

**EXPERIENCE THE PASSION OF THE
MONDIAL DES ARTS SUCRÉS
FROM MARCH 3 TO 6 2012!**

Le Mondial Des Arts Sucrés est un projet qui m'a tout de suite séduit. Lorsque mes amis Jean-François Langevin et Bruno Pastorelli, Meilleurs Ouvriers de France Pâtisseries, m'ont exposé la volonté de mettre en place un concours international innovant composé de binômes homme-femme, je n'ai pas hésité une seconde avant d'accepter d'être Président du Jury.

Aujourd'hui, nous sommes à l'aube de cette troisième édition et j'éprouve toujours la même fierté d'être associé à cette compétition majeure de la Pâtisserie et de faire partie de l'équipe des jurés.

Intriguer le public et les confrères en développant ce concept unique au monde est selon moi la clé du succès et je pense que DGF et EUROPAIN l'ont très bien compris en s'associant pour créer le MDAS.

Venez donc nombreux découvrir ces jeunes talents à l'audace créative du 3 au 6 mars 2012 !

Pascal Niau
Meilleur Ouvrier de France &
Président de Jury du MDAS
Chairman for the Panel of Judges

Retrouvez toute l'actualité du Mondial Des Arts Sucrés sur www.mdas2012.com

The idea of the Mondial Des Arts Sucrés appealed to me instantly. When my friends and top pastry chefs Jean-François Langevin and Bruno Pastorelli outlined their wish to start an innovative international competition for mixed pairs, I did not hesitate for a second before agreeing to be Chairman of the Panel of Judges.

Today we are about to launch the third edition and I am just as proud to be involved in this major patisserie competition.

Intriguing the public and professionals is vital to the success of this unique concept and I think that DGF and EUROPAIN understood this perfectly in coming together to found the MDAS.

So do not miss the chance to see our bold and creative young talents from March 3 to 6, 2012!

THE PRESS RELEASE TO PRESENT MDAS 2012: A BILINGUAL TEXT WRITTEN ON BEHALF OF PASCAL NIAU, 'MEILLEUR OUVRIER DE FRANCE' & CHAIRMAN FOR THE PANEL OF JUDGES

“ Experience the passion of the Mondial Des Arts Sucrés from March 3 to 6 2012!

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Vivez la passion du Mondial Des Arts Sucrés du 3 au 6 mars 2012 !

Le Mondial Des Arts Sucrés est un projet qui m'a tout de suite séduit. Lorsque mes amis J.-F. Langevin et B. Pastorelli, Meilleurs Ouvriers de France Pâtisseries, m'ont exposé la volonté de mettre en place un concours international innovant composé de binômes homme-femme, je n'ai pas hésité une seconde avant d'accepter d'être Président du Jury.

Aujourd'hui, nous sommes à l'aube de cette troisième édition et j'éprouve toujours la même fierté d'être associé à cette compétition majeure de la Pâtisserie et de faire partie de l'équipe des jurés.

Intriguer le public et les confrères en développant ce concept unique au monde est selon moi la clé du succès et je pense que DGF et EUROPAIN l'ont très bien compris en s'associant pour créer le MDAS. Venez donc nombreux découvrir ces jeunes talents à l'audace créative du 3 au 6 mars 2012 !”

“ Pascal Niau, a legendary global figure in patisserie

Meilleur Ouvrier de France in 1979 and pastry chef at DALLOYAU for 37 years, Pascal Niau is a figurehead in French patisserie (...).

Not just a genius in the kitchen, Pascal Niau also expresses his creativity and artistic talent through bright and colorful paintings. He can often be found, pencil in hand, devising new recipes (...).

”

PHOTOS OF MEMORABLE EVENTS



A concert for PICON

1200 guests / 3 music groups & singers /
A mythical music hall:
Le Moulin Rouge



A private party for GRAND MARNIER

350 selected guests / 2 singers / 40 journalists / An excellent media coverage





The "Mondial Des Arts Sucrés 2012", a prestigious international pastry competition

4 days / 26 providers /
118 stakeholders / 18
"Meilleurs Ouvriers de
France" / 2 World
Champions



AN EXAMPLE OF PRESS RELEASE

Background

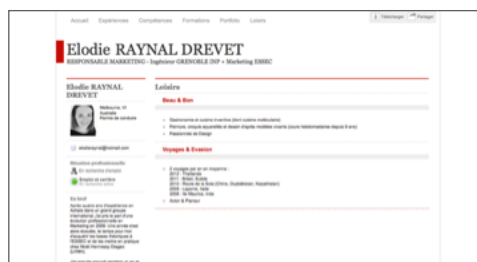
A glamorous private party to celebrate a new limited edition bottle for Grand Marnier, the 'Grand Marnier Ruby Edition'.

350 people (including VIPs, opinion leaders and journalists) enjoyed this very select party.



THREE FULL SPREADS FROM THE GRAND MARNIER RUBY EDITION PRESS RELEASE WRITTEN IN FRENCH FOR THE JOURNALISTS

SCREENSHOTS OF WEBSITES & FACEBOOK



SOME SCREENSHOTS OF PROFESSIONAL & PERSONAL WEBSITES



SOME SCREENSHOTS OF MDAS 2012 FACEBOOK PAGE

www.mdas2012.com

To promote the Mondial Des Arts Sucrés 2012, I have created from the very beginning the dedicated site: www.mdas2012.com.

My choices? A sumptuous, visually pleasing and well-organised website for an event to devour with eyes.

Links:

www.mdas2012.com

www.elodie-drevet.com

Facebook / Mondial Des Arts

PROFESSIONAL THESIS ABSTRACT

PICON & GRAND MARNIER | CORPORATE MANAGEMENT OF AN AGING BRAND: CHALLENGES AND CLASSIC STRATEGIES.

Fight against ageing takes hold on the industry. Companies selling vitamins, cosmetics and nutraceuticals have long worked on human's fear of growing older. But what happens when the companies themselves are ageing? How do they fight the stigma of being «old» in a society that values youth so highly? Up to now, companies tended to avoid the question but the economic crisis has changed behaviours. Many companies were forced to make economies of scale to maintain their competitive position. Expensive launches of new brands were therefore put into brackets to focus on existing brands.

The marketplace is full of anecdotal success-stories -Repetto, Converse, Bonux, Fauchon, Dop- about brands which have been "brought back from death's doorstep". This shows the relevance of this strategy. But success is not guaranteed through this path. Frequent cases of failure related by the press (Kodak, Polaroid, IBM) are here to remind us bringing back an old brand to fashion can be a risky bet. To maximize chances of success, a recovery plan must be carefully prepared and established.

Unfortunately, the literature does not hold out today a unique and infallible recovery plan. While many studies (Berry 1998, Bontour 2002, Lehu 2003, Kapferer 2003, Roberts 2004, Lewi & Lacoëuilhe 2007, Michel 2009) were conducted, no consensus has ever been found. Therefore, this present study tries to add knowledge to existing works in order to bring out a new practical and original model for brand rejuvenation that fits to the needs of brand managers.

Key-words

Brand rejuvenation plan /
Old brands / Getting old
brands / Strategy to boost or
revitalise brand / Recovery
plan / Marketing

ELODIE RAYNAL-DREVET

REFEREES

REFEREES

more referees (e.g. Oliver
BIGGART, Marketing Manager
at MICHELIN AUSTRALIA) and
contact details available upon
request

.....

CÉDRIC BINOIT | Managing Director at MICHELIN AUSTRALIA **(hierarchical management)**

I have been working with Elodie for 18 months. She was working in the marketing team of MICHELIN AUSTRALIA. Amongst many missions, She has been in charge of very important events dedicated to our most important dealers. Thanks to her dedication and because she is detailed oriented, the feedback of our partners has never been so positive.

On top of that, her marketing expertise and her previous experiences have been a clear benefit for our company. Last but not least, Elodie is both customer focused and result oriented : the perfect combination that an organisation is looking for. I would recommend Elodie without hesitation.

.....

ARTHUR ROUMELIOTIS | Market Manager at MICHELIN AUSTRALIA **(functional management)**

I worked closely with Elodie over the last year and she has been instrumental in the successful execution of a number of critical projects. What has stood out time and time again is her attention to detail, her ability to think outside the square and bring fresh ideas to the table, her will and enthusiasm to drive all stakeholders to a higher level of performance, her desire to achieve an outcome above expectations and her skill to deliver all this within budget and timeline constraints. Elodie has a sense of flair, class, intelligence, elevated standards and innovative thinking that we have benefited from greatly and will surely miss.

.....

MARC MORANDI | Marketing Manager at DGF PARIS **(team)**

I had the chance to work with Elodie for more than a year. As a marketing manager, she was in charge of the brand DGF. Honestly, it is fantastic to evolve with her. Elodie is a talented person with lots of professional and personal skills. She has empathy and always the right attitude to motivate the team.

Regarding the different projects we had to take care of, I remember very well the international pastry competition (150 participants, 10 days event, 80000 supporters). She has the facility to work inside a group because Elodie is a good communicating person.

I would definitely recommend Elodie.