

BUSINESS DEVELOPMENT MANAGER

CNAM (Paris) International MBA + Project Management specialization – Oxford Academics
Over 10 years of Sales & marketing experience in Aerospace

PROFESSIONAL SKILLS

SALES

- ✓ Key Account Manager for French and European customers – 6 to 15 M€ sales turnover
- ✓ Sales negotiations – Short and Long term sales cycles
- ✓ Definition of Direct and Indirect Sales strategies - Set sales targets and means to achieve the objectives
- ✓ Maintain Total Customers' Satisfaction

MANAGEMENT & CHANGE MANAGEMENT

- ✓ Supervised a sales team and guided the involvement to develop sales & market shares – 20 people managed
- ✓ Capable to managing large and multidisciplinary teams
- ✓ Ensure that all necessary support is provided to the customer
- ✓ Ensure the follow-up of sales on a regular basis (weekly, monthly and quarterly)

MARKETING

- ✓ Competitive analysis in order to find out the best way to address the market segment
- ✓ Identification and qualification of new accounts
- ✓ International reporting plus data analysis and advised actions
- ✓ Organization of trade shows (Paris Air Show, Electronica in Munich ...)

PROJECT MANAGEMENT (MORE DETAILS IN LAST PAGE)

- ✓ Project Compliance
- ✓ Project Conformance
- ✓ Project Time & Cost management
- ✓ Project Contract management

WORK EXPERIENCE

ASSOCIATION DYNAMIQUE CADRES: Active member of an association of executives job seekers
(2009 - Present)

Set up a commercial and marketing approach and managed various training workshops to Senior Executive job seekers.

ORGANIC PRODUCT STORE: Store Manager
(2006 – 2008)

Market study, launch and run of the activity. Store sold in 2008 to come back to B/B activity.

Results: **Regular increase of customer base and sales turnover (about +5 to 10 % per month)**

SERMA INGENIERIE: Consultant
(2005)

Services Company in electronics engineering, technical support inside or outside customer's premises.

Defined a marketing and communication plan for the 46th International Paris Air Show 2005.

Results: **Selection of providers, specifications, budget, schedule, follow-up and great impact.**

DDC ELECTRONIQUE: Product Marketing Specialist, Europe area
(1999 – 2003)

Manufacturing, sales and marketing of electronic components, cards and software.

Performed the sales, promotion and support of a family of software dedicated to avionics systems (MIL-STD-1553 and ARINC 429 communications protocols) in Europe.

Results: **Over 40 software licenses sold in Europe in a few months.**

DDC ELECTRONIQUE: Sales Engineer
(Suite)

In charge of clients located in the south-east of France and Brittany and closely related to Aerospace and Marine markets.

Customers: THOMSON CSF DETEXIS (THALES now), DCN, EUROCOPTER, ALCATEL SPACE...

SECRE COMPOSANTS: Export Sales Manager
(1998)

Manufacturing, sales and marketing of magnetic products.

Managed a network of Distributors and agents located in Italy, Germany, United Kingdom, Sweden plus follow-up of international customers.

AMPHENOL SOCAPEX: Sales Manager of the Distribution network
(1995 - 1997)

Manufacturing, sales and marketing of interconnect solutions to various markets.

Managed a network of 14 Distributors of electrical, electronical and connectors products such as: ARROW, AVNET, SEI, DIMACEL, RADIOSPARES, EURODIS, CGED...

Results: **5% increase of sales turnover and market share in a falling market.** (Sales: 7 M€).

ROSEMOUNT AEROSPACE DIVISION: Sales Engineer
(1992 - 1994)

Manufacturing, sales and marketing of air data sensors for aerospace and military use.

Customers: AEROSPATIALE, ARIANESPACE, CNES, DGAC, SNECMA (SAFRAN now), DASSAULT AVIATION, SEP (SAFRAN now), AIR FRANCE, SABENA, SABCA ...

TOSHIBA ELECTRONICS FRANCE: Sales Engineer
(1990 -1992)

Manufacturing, sales and marketing of electronic components.

Customers: IBM, ALSTHOM, TÉLÉMÉCANIQUE, MERLIN-GERIN, SCHLUMBERGER, DASSAULT ELECTRONIQUE...

MOTOROLA SEMI-CONDUCTORS FRANCE: Key Account Manager
(1989 – 1990)

Manufacturing, sales and marketing of electronic components.

Customers: IBM, MAGNETI-MARELLI, GENERAL MOTORS, DASSAULT ELECTRONIQUE...

EDUCATION

Engineering degree from E.S.M.E Sudria 1988

«Business Management»

«Management & Strategies of companies»

«International Business Management»

« MBA General Management»

KRAUTHAMMER International (1996)

CESI: Centre d'Etudes. Sup. Industrielles (1999)

CTI: Centre de Techniques Internationales (2004 - 2005)

Conservatoire National des Arts et Métiers – Paris (2010 – 2012)

INTERESTS AND ACTIVITIES

✈ Private pilot licence,

✈ Scuba diving : PADI Deep Diver and Rescue Diver,

✈ Practice of Alto and Tenor saxophones

PROJECT MANAGEMENT (DETAILED)

- Project compliance:
 - Identify key stakeholders in a project
 - Qualify definition of a project deliverable
 - Manage constructive configuration plan
 - Analyze both economic and strategic value of project
 - Assume consistency between requirement baseline and specification baseline
- Project conformance:
 - Build a project baseline plan
 - Assume consistency in a project plan
 - Baseline estimate for activities
 - Evaluate performance status
 - Manage decisions to make during project execution
- Project Time and cost management:
 - Use time-based variances
 - Construct project logic
 - Schedule a project based on activity duration
 - Analyze cost variances, both at data date and at completion
 - Analyze project schedule from availability of allocated resources
 - Apply Earn Value Management
- Project Contract management:
 - International contracts & focus on Turnkey contracts
 - MBA work: Writing a ***real Satellite International Turnkey Contract***
- Use of following software:
 - Microsoft Project
 - Open Workbench
 - Open Project
 - Gantt Project