Sales and Marketing Director

75015 Paris · Plus de 10 ans d'expérience · Réf. 990000003340

Ma recherche

Contrat recherché : Tout contrat
Zone : Toute la France
Mobilité : sur toute la france
Rémunération : A étudier
Secteur : Bâtiment

Formations

2022-12-31 — WSET
Level 1 & 2
1995-12-31 — Bac +3 — Concordia University
Bachelor in Marketing
1995-12-31 — Bac +5 — ESSCA
Masters degree in Sales and Management

Expériences professionnelles

2022-01-01 - 2023-12-31 — Global Head of Sales and Marketing

Resetting the porcelain manufacture sales post Covid. Reviewing the worldwide distribution network. Global key accounts strategy implementation. French market restructuration. Rationalizing product offer and assortment. European fairs' planning and organization. Coffee category back to growth (2022-2023): Category management, -9% SKUs, EUR1.9M saved, 3Rs implementation. Volume sales back to 2019 (2022): UK sub-branch opened, ACCOR listing supplier 08/22, 3 reps recruitment, Hubspot, Prioritizing high-rotation SKUs, Sirha, Ambiente & Host.

2000-01-01 - 2022-12-31 — Head of B2B

Started as Sales Promoter B2C, then B2B Distributor Manager, Corporate channel Head, B2B Business Partner Europe, Commercial Director UK & ROI and finally Head of B2B of the largest BU, back in France. From showing B2B was viable to maximizing ROI. From GBP25M to EUR112M. French territory potential coverage redesigned. 95 reps reallocated in 2021. Market Business Strategy implementation 2020-2023. Becoming first B2B coffee brand. Fastened digitalization. 1/3 sales on e-com + Amazon B. +7 reps recruited year 1. UK sales team building from scratch. Lyreco Distributor contract. UK territory enlarged cover. Partnerships with R&C, Michelin. Brand equity building. SF turnover reduced by 700bps. Sales incentive scheme. Merging sales force with KA. French sales team specialization by fields of business. New distributors' contract. French distributors assessment. Productivity raised by +17%. C4C CRM implementation.

1997-01-01 - 1999-12-31 — Off Trade Rep

Managing 215 POS, hyper and supermarkets. Improve purchase intention. 75 POS in FR, BELUX and CH (2003-2005). Class One coop advertising. 2 corners in dept stores. EUR4.5M turnover, +22 % vs PY. +60 bps Nielsen market share (1997-1999). Leffe & Hoegaarden permanent listing.

European Wholesale Manager

Reshuffling authorized dealers' network. Improve watches' awareness. Increase brand visibility. Generate incremental jewelry turnover.

Marketing and Ecommerce Director

Turning around the French hospitality coffee leading brand. Redefining market priorities and strategic segments. Reviewing and lightening the 900 products catalogue. Leading the product innovation pipeline. Initiated and led the concept creation and execution of an inclusive coffee range: 3 blends launched in September 2023. Deployed an internal digital marketplace for 40 000 customers: open rate >20 %, avg basket 15 % higher than other channels.

Langues

Français (Langue maternelle), Anglais (Bilingue)

Atouts

Strategic vision, Category management, Insights and competitive analysis, P&L Management, Recruitment, Team building, Media training, Empowerment, Empathy, Completer/Finisher, Teamwork, Pragmatic, Enthusiast, B2B Business Development, ROI calculation, Team management, Go-to-market strategy, Distribution contract management, Commercial partnership management, Branding, Sales promotion, Sales force management, International distributor management, CRM change management, Sales, Strategic account management, Product assortment, Trade show organization, HubSpot, Turnaround strategy, Product prioritization, Product catalog management, Product innovation, Marketplaces, Brand activation, Jewelry sales, Store management, Reseller network trade marketing, Cross-merchandising, Nielsen

Loisirs

Half marathon, Scuba diving

Fiche anonyme — l'identité et les coordonnées du candidat sont communiquées aux recruteurs qui en font la demande sur pmebtp.com.