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Export Director, Company in Food and Agricultural Fields

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Work experience

Since
December 2009

Export Director

Mission: Director of Sales and Marketing, Export markets

May 2006
July 2009

Regional Manager Asia-Pacific & Middle-East

Mission:

Manage Sales and Operations in Asia-Pacific & Middle East of French group Terraillon with a team of 18 in 2 offices (Hong Kong and Shenzhen).

Activities:

- Sales in Asia-Pacific and Middle-East
- Sourcing, New Product Development, Procurement and Supply Chain Management
- Quality Control
- Finance
- Human Resources
- Shipping

Position based in: Hong Kong

December 2004
May 2006

Sales and Marketing Director Asia-Pacific (+ acting General Manager)

Prim'tools Ltd

Mission:

- Creation of the Asia-Pacific Sales and Marketing Strategy for each subsidiary of the group.
- Negotiation with distributors : trading terms, introduction of sales target with bonus.
- Prospecting and creation of new distributors.

Position based in: Hong Kong

Appraisal:

=> Turnover +100% in 10 months!

October 2001
September 2004

Export Area Manager United Kingdom, Ireland, Benelux

Boiron Frères (world leader in frozen fruit purees)

Mission:

- Export Sales : elaboration of the sales strategy and targets, negotiation with key accounts (distributors and industrial customers), new customers creation, representation on fairs
- Marketing : new packaging development, promotions, advertisement

Position based in: France

Appraisal:

=> Turnover +33%

August 2000
July 2001

Export Area Manager / Country Manager (the Netherlands)

Andros (brands : Bonne Maman, Andros, Pierrot Gourmand)

Mission:

- Export Sales : negotiation with importers & retailers
- Marketing : promotions, advertisements, new packaging development
- Store-checks and Market analysis (jam, fresh juices, dairy products)
- Logistics : supervision of orders and deliveries

Position based in: France + the Netherlands

February 1999
May 2000

Deputy Agricultural Counsellor

French Embassy in China, Beijing

Mission:

- Commercial & technical consulting to French companies : prospecting, investment, trade
- Agribusiness expertise : Information survey, redaction of market analysis and reports

Position based in: China (Beijing)

January 1998
September 1998

Export Area Manager Europe, America (internship)

Kobe Lyna Industry, Jakarta, Indonesia

Mission:

- Prospecting and negotiation of distribution contracts in Europe, Canada, New Zealand,...
- Export sales : launching of 'Bali Kitchen' in the Netherlands and France
- Local sales : 5 stars hotels (Jakarta and Bali), negotiation with foreign retailers

Position based in: Indonesia

March 1995
April 1995

Project manager (internship)

Evalis (formerly Guyomarc'h : French leader in animal feed)

Mission:

Development of a new methodology for feed premixes classification on production lines

Position based in: France

Diplomas and education

September 1993
December 1998

Agricultural University of Angers, France

Ingénieur en Agriculture (eq. to Master of Science in agribusiness : food and agriculture)

Thesis : launching a brand of Indonesian food products in the Netherlands

Area of specialisation: : International trade and marketing of food products

September 1996
August 1997

Agricultural University of Wageningen, the Netherlands

4th year of study at Wageningen Agricultural University

Area of specialisation: Marketing of food products, Tropical ecosystems management, Forestry

Computing skills

Software

Proficient in Word, Excel, Outlook, Powerpoint, Act! (database management)

Various

International

Resident in: China (5 years: Beijing + Hong Kong), Brazil (4 years), the Netherlands (16 months) and Indonesia (9 months)

Professional experience in: Japan, Korea, China, Taiwan, Singapore, Thailand, Malaysia, Indonesia, the Philippines, Australia, New Zealand, US, Canada, UK, Benelux,...

Languages

French : mother tongue

English : bilingual

Dutch : fluent

Indonesian : professional use (fluent)

Chinese (mandarin) : spoken

German : school level

Sports

water-polo (8 years), sailing, trekking