

Executive MBA
ESSEC & Mannheim -
Aerospace and
Automotive Engineer



Connected services

Strategy and Business
Development

 EXPERIENCES

Head Of Connected Car Vertical

Orange Business Services - Since April 2019 - Full-time - Brussels - Belgium



- Responsibilities:
 - Define and deploy the strategy of the connected car
 - Business Development of connectivity and services
 - In charge to create the Orange Automotive Community in order to set up a multi-BU strategy (IoT, Cloud, BigData, Cyberdefense, Streaming, OTA, ...) and address it.
- Areas:
 - EU
 - NAM
 - APAC
- Results:
 - +300 Mn € order intake yearly
- Management:
 - Direct management of 10 employees
 - Indirect management of +30 employees in NAM, EU and China

Manager Customer Unit Europe

OTA Keys a Continental compagny - August 2016 to March 2019 - Full-time - Brussels - Belgium



- Responsibilities:
 - CRM, Marketing, Sales and After-sales
 - Business Development
 - Sales and Marketing Strategy
- Areas:
 - Running: Europe, Asia and Middle East
 - In progress: Africa
- Results:
 - Receivables -66%
 - Sales 2017 vs 2015 = +75%
 - Sales 2018 vs 2017 = +65% (same period)
 - Connected vehicles invoiced 2018 vs 2016 = x9
- Management:
 - Direct management of 2 employees
 - Operational management of 3 employees
- Turnover = 1,6 M€ in 2017

OEMs Service Manager

OCTO Telematics - March 2016 to July 2016 - Consultant - Paris - France



- www.octotelematics.com
- Business development with OEM, Insurance companies and Large rental companies
- Key account management
- Pre-sales, Sales and After-sales management
- On boarding an OEM in a strategic project

Head of after-sales

Peugeot Victor Hugo - February 2014 to April 2015 - Full-time - Paris - France



- Peugeot Citroën Retail subsidiary
Dealer: 750 new vehicles - 400 used vehicles
- 3.5 M € turnover - 13.5% gross margin
- Setting up a new dealer management system
- Setting up new after-sales customer reception procedures
- => National packages sales: top 10 of Paris Regional Directorate

18 years of experience in the automotive industry has allowed me to specialize in management positions in the areas of customer relations, after sales, financial services and connected services worldwide. I have advised the Groupe PSA (now Stellantis), Continental and Orange Business Services in adapting and developing strategies in these areas. My purpose is to enhance these domains thanks to the operational management of cross-cultural teams around the world. My professionalism has allowed me to carry out the management of international projects and the negotiations of partnerships between multinational companies and SMCs.

My peers define me as enthusiastic, curious and having good relationship building skills. Entering into new business areas is a challenge I like to take up and for that I don't hesitate to question myself to reach this goal. I have learned how to share my experience with my teams so that we can grow together.

Conscious of having an analytical and synthesis oriented mind, I challenge my interlocutors to reach their goals, because as a leader I am business and quality oriented in order to push my teams to excel.

45 years old
Driving License

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- => Peugeot France sales of pushed offers: national top 40
- => Maintaining the results of after-sales business versus -5% on Peugeot France own network
- Direct management of 20 employees
- Customers claims management
- Animation of technical and commercial teams
- Managing the after-sales service (budget, invoices, schedules, costs, recovery, ...)
- Managing the recruitment and training of employees
- Managing the replacement fleet (20 cars)

Responsible of the connected services sales

PSA Peugeot Citroën - August 2012 to January 2014 - Full-time - Paris - France



- Business Unit of the connected services
- Management of the back and front office information systems
- Specification of the sales procedures
- Management of online payment
- Management of deployments
- Operational management of information systems and steering of their evolutions
- Framing of the needs for new connected service platforms
- Definition training modules
- => Successful launches in 20 European countries and 5 vehicles
- => 100 k€ savings (5%) on development costs (post contract signing)
- Direct management of 2 executives and up to 30 employees indirect
- Budget = 2 M€
- Managing the partnership with Bouygues Telecom

Telematics and service contracts Manager

PSA Peugeot Citroën - January 2010 to July 2012 - Full-time - Paris - France



- 2nd French car manufacturer, 9th World
- Responsible of the service contracts strategy:
 - warranty extension and maintenance contracts
 - setting up and steering of working groups
 - => Increase from 15% to 35% penetration in 22 European countries.
- Responsible of services strategy related to navigation systems: speed cameras and map updates
 - => Deployment of 2 online stores
 - => Peugeot and Citroën; 22 European countries and Argentina
 - => -30% of recurring purchases costs
 - => increase from 20 k€ to 300 k€ annual turnover
- Managing the Bluetooth compatibilities:
 - => Decrease from 40% to 20% customer dissatisfaction rate
- Operational management of the relationship with ViaMichelin (traffic information)
- Up to 15 employees indirect management
- Budget = 200 k€

Project manager - After-sales marketing

PSA Peugeot Citroën - Automobiles Citroën - September 2008 to December 2009 - Full-time - Paris - France



- 1.3 million vehicles sold worldwide
- In charge of after-sales marketing and animation of the brand in 22 European countries:
 - => +2 points on after-sales traffic
- In charge of the partnership with Total Lubricants:
 - => +10 Points oil sales
- Definition of a new maintenance method with 2 technicians:
 - => presented at the WRC Rally of Spain in 2009

- Indirect management of 10 executives
- Annual budget = 150 k€
- Animation of Event offers sold online (like a gift box)

Responsible - customer relations

PSA Peugeot Citroën - Automobiles Peugeot - June 2006 to August 2008 - Full-time - Cergy Pontoise - France



- 1.6 million vehicles sold worldwide
- Customer complaints management
- Network animation on the customer satisfaction rate
- Working group steering "Animation and network relationship"
- Working group steering "Strategic answer"
- => -40% complaints in 2 years
- => -35% trade compensations in 2 years
- Indirect management 6 executives
- Annual budget = 80 k€

Training technical referent

MSX International on mission to Volkswagen France SA - January 2006 to June 2006 - Full-time - Villers-Cotterêts - France



- MSXI is specialized in automobile distribution networks: ERP, technical call center, warranty call center, training, audit ...
- Mission at the Training Center of Volkswagen France SA
- Acquisition in German language of trainings to be deployed (Wolfsburg-Germany, Volkswagen Group headquarters)
- Translation into French and training of technical instructors, animation of training modules for network
- For Volkswagen, Audi, Seat, Skoda and Volkswagen Commercial Vehicles

LMS project coordinator




Toyota - January 2005 to December 2005 - Internship - Vaucresson - France



- Definition of the LMS system (Learning Management System)
- Development of deploying kits for 22 European subsidiaries
- Effective deployment in France, Germany and Italy
- Development of eLearning modules

SKILLS

Languages

- French (Mother language) 
- English (Work language) 
- German (good if practiced (born and lived 8 years in Germany)) 

Executive MBA ESSEC & Mannheim

ESSEC

April 2015 to September 2016

Project: digitalization of a European leader in rental equipment

Seminars in finance, business, leadership and management:

- University of California Los Angeles
- Stern School of Business New-York University
- Mannheim Business School
- Ecoles de Saint-Cyr Coëtquidan
- ESSEC Asia-Pacific - Singapore
- Indian Institute of Management - Ahmedabad India

Associative project: Brotherhood Earth (assistance to disabled soldiers)

Entrepreneurial Project: Digitalization of an industrial equipment rental company
5 seminars in foreign universities

Engineer - Aerospace and Automotive

ESTACA

September 1999 to June 2005

- High school of Aeronautical Techniques and Automotive Engineering
- Specializations: technical project management, engineering system and marketing
Projects:
- Forge de Zeebrugge (subsidiary of Thales Armament): definition of a training rocket
- French General Directorate of Armament: development of a software for mission preparation on GPS, Glonass and Gallileo

INTERESTS

Student Associations

- ESSEC Fraternité (helping wounded soldiers to their professional reintegration)
- Vice President of Student Office
- Member of PEGASE (General Awakening Project for Scientific Activities at the School)