



**Eric HOTTIN**

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## Working languages

French : Mother tongue  
English : Current C1  
Chinese : Current C1, B2



## Strong points

International profile  
Bi-cultural (Europe & Asia)  
19 years of expatriation in Asia  
Rich professional network  
Solid professional background

## Know how

Cross-functional management  
Training and coaching  
Skills transfer  
Customer relationship  
Intercultural communication

## Soft skills

Autonomous and team spirit  
Motivated and passionate  
Diplomatic and persuasive  
Rigorous and organized  
Open minded and innovative

## Values

Honesty  
Conviviality  
Integrity  
Respect for diversity  
Professionalism

## Skills

Quality management  
Project Management  
Business Development  
Change Management  
Intercultural Communication

## Certification

2003: Value analysis  
2003: Auditor (ISO19011)  
1997: HSK (汉语水平考试)

## Professional mobility

National and International

## Hobbies

Hiking  
Underwater photo  
Genealogy



# Digital Transformation and Performance Improvement

(Commercial, Marketing, Projects, Industrial, R & D, Purchasing)

15 years of experience in Management in Industry and Consulting in Asia

(International Projects – Multicultural Teams)

## Skills domains

<b>Marketing</b> <ul style="list-style-type: none"> <li>- Digital transformation</li> <li>- Strategic and operational marketing</li> <li>- Communication strategy</li> <li>- On-line marketing &amp; e-commerce</li> <li>- Commercial launch of offers</li> <li>- Monitoring and competitive analysis</li> </ul>	<b>Quality Management</b> <ul style="list-style-type: none"> <li>- Total Quality Management</li> <li>- Evolution, continuous improvement</li> <li>- Quality approach Product / Services</li> <li>- Internal audits</li> <li>- Implementation of quality procedure</li> <li>- Performance Management</li> </ul>
<b>Business Development</b> <ul style="list-style-type: none"> <li>- Code of Asian and Western Affairs</li> <li>- Customer orientation and results</li> <li>- Cross-functional team collaborations</li> <li>- Identification of customer needs</li> <li>- Relational Intelligence</li> <li>- Cooperation management</li> </ul>	<b>Project Management</b> <ul style="list-style-type: none"> <li>- Planning, monitoring and reporting</li> <li>- Budgets and resources management</li> <li>- Project audit and management</li> <li>- Change management</li> <li>- Application of methods</li> <li>- Animation and training</li> </ul>

## Chronological Career (1986 – 2018)

### Since 2018 Business manager

France

Objective: To bring competitive advantages to the economic actors (TPE, SME and PMI).

Result: Implementation of new projects: flexible solutions, specialized expertise and budget control.

Company: Professional association CDME

### 2014 – 2017 Business development manager

(2 years)

China

#### International Cross-cultural management consultant

(2 years)

China

Objective: Become a recognized professional in the non-existent market of inter-cultural training.

Result: Deployment of inter-cultural training at different levels of responsibility.

Company: SHENZHEN LONGLIEXI LTD (深圳市龙鬣蜥企业管理顾问有限公司)

### 2007 – 2013 Marketing manager

(5 years)

China

Objective: Promote group brands – Partial relocation of the "Marketing" activity.

Result: Reputation up – Gain market share.

Company: HAGER GROUP – SCHNEIDER ELECTRIC

### 2004 – 2010 Quality manager

(5 years)

China

Objective: Migration from a quality control system to a total quality management (MQT).

Result: Increase of the CA (Reduction of the penalties, Optimization of the networks suppliers).

Company: BUSINESS GROUP – PACTEAM - JENSEN INDUSTRIAL - MEUBLES DEMEYERE

### 1986 – 2003 IT Project manager

(13 years)

France

Activity: Consulting in computer system (SSI – Web Agency),

Mission: Different mission in client / server web environment to the fixed price,

## Skills developed

- Structuring and support of change
- Event communication
- Preparation and animation of trainings
- Assessment, management and risk reduction
- Management of multicultural teams (20 people)
- Quality and environmental approach
- Integrated marketing communication
- Project management (300 K € ~ 1.8 M €)
- Problems solving
- Crisis management and cultural differences

## Training

2007	<b>Marketing &amp; Communication (672 hours)</b>	SCHNEIDER ELECTRIC	China
2003	<b>Master's degree: Quality management</b>	ICOPREF	France
2000	<b>Master's degree: Multimedia software development</b>	IFIP	France
1994-1998	<b>Master's degree: Chinese language</b>	SHENZHEN UNIVERSITY	China
1989	<b>Bachelor's degree: Data processing</b>	CNAM	France

## Since 2018 Business manager

CDME

Paris

France

Activity: Association for the promotion and development of time sharing work for managers.

Context: Faced with the economic context, SMEs need more skills at the right time and just cost.

Objective: To bring competitive advantages to the economic actors (TPE, SME and PMI).

Result: Implementation of new projects providing: flexible solutions, specialized expertise and control of budgets.



## 2014 – 2017 Business development manager

(2 years) SHENZHEN LONGLIEXI LTD<sup>(1)</sup>

Shenzhen

China

### International Cross-cultural management consultant

(2 years)

Activity: Consulting in intercultural management

Context: Most mergers and acquisitions by Chinese companies end up a failure

Objective: Become a recognized professional in the non-existent market of inter-cultural training in China

Result: Deployment of inter-cultural training "turnkey" at different levels of responsibility (China and Africa).

Missions - Offer in a difficult context coaching and intercultural management missions at different levels of responsibility.

- Prospecting new customers.
- Retention of existing customers.
- Business Development Planning.
- Strengthen the company's position in the local (China) and international (Africa) market.



## 2007 – 2013 Marketing Manager

(5 years)

China

Activity: Distribution & low and medium voltage electrical equipment.

Context: Global leaders competing with competitive local players.

Objective: - Promote group brands with customers and partners

- Partial relocation of the "Marketing" activity in China.

Result: - Reputation rising.

- Gain market share China.

- The activity of the Chinese Marketing Department has been extended worldwide.

Missions : - Localization in China of the customer marketing tools department (worldwide level).

- Creation of a network of subcontractors (computer graphics and software development).
- Management transition.
- Development and promotion of SCHNEIDER ELECTRIC and HAGER brands in China.
- Create the country interface in the marketing and commercial fields.
- Definition of marketing strategies.

Company: 2007 – 2008: SCHNEIDER ELECTRIC, Shanghai, China

2011 – 2013: HAGER GROUP, Huizhou, China



## 2004 – 2010 Quality manager

(5 years)

China

Activity: Furniture industry, display (POS) and kitchenware.

Context: Existing quality control unsuited to the new European and customer standards requirements.

Objective: Migration from a Quality Control System to a Total Quality Management System (MQT).

Result: Increased sales (reduction of penalties, acquisition of new customers, optimization of supplier networks).

Missions: - Migration from a quality control system to a quality management system (subsidiary and factory in China).

- Anticipation of REACH regulatory changes in force from 2007.
- Development of internal documents (quality manual, inspection procedure, supplier audit, REACH regulation).
- Participate in the development of products.
- Prospecting and audit of new suppliers.

Company: 2004 : BUSINESS GROUP, Dongguan, China

2005 : PAC TEAM GROUP, Hong Kong, China

2006 : JENSEN INDUSTRIAL, Hong Kong, China

2009 – 2010: MEUBLES DEMEYERE, Shenzhen, China



## 1986 – 2003 IT Project manager

(13 years)

France

Activity: Consulting in computer system (Information technology consulting – Web Agency)

Mission: Different mission in client-web server environment to a flat rate.

- Enterprise computerization.
- Technical support manufacturer.

Customers: TPE, SMI and Key Accounts.

Company: 1986 – 1987 : TECHNIFRANCE, Bagnolet, France

1988 : BULL (ATOS), Villepinte, France

1989 – 1994 : SOMETRA (SKAKO), Nemours, France

2000 : BINGONET (BANANALOTTO), Paris, France

2001 – 2003 : QUAERIS, Paris, France



## For references

<b>FENG Liyan</b>	Chairman – Director	SHENZHEN LONGLIXI LTD <sup>(1)</sup>	China
<b>LI Yue (Dr)</b>	Country Manager China	HAGER GROUP	China
<b>FOURNIER Cyril</b>	Country Manager Greater China	HAGER GROUP	China
<b>MOULIN Miguel</b>	Managing Director	MEUBLES DEMEYERE – CALSCAN HQ	Singapore
<b>HSU Leslie</b>	Chief Representative	MEUBLES DEMEYERE – CALSCAN Office	China
<b>SAYEGH Nagib</b>	Marketing Director	SCHNEIDER ELECTRIC	China
<b>CHEVALIER Christian</b>	VP Business Development APAC	SCHNEIDER ELECTRIC	China
<b>BORLE Alain</b>	Owner / CEO	PACTEAM GROUP	Switzerland
<b>THODA BURGESS Christianna</b>	Founder & CEO	QUAERIS	France

You can contact the following persons directly via LinkedIn, Viadeo or Weibo social networks.

## Training and Certification

<b>Training</b>	2007	<b>Marketing &amp; Communication (672 hours)</b>	SCHNEIDER ELECTRIC INSTITUTE	China
	2003	<b>Master's degree: Quality management</b>	ICOPREF	France
	2000	<b>Master's degree: Multimedia software development</b>	IFIP	France
	1998	<b>Master's degree: Chinese language</b>	SHENZHEN UNIVERSITY	China
	1997	<b>Bachelor's degree: Chinese language</b>	XIAMEN UNIVERSITY	China
	1996	<b>HS Diploma: Chinese Language</b>	BEIJING UNIVERSITY	China
	1989	<b>Bachelor's degree: Data processing</b>	CNAM	France
	1986	<b>HS diploma: Electronics science</b>	TECHNICAL COLLEGE	France
	1984	<b>College degree: Electronics science</b>	TECHNICAL COLLEGE	France
<b>Certification</b>	2009	<b>European standards for domestic furniture</b>	INSTITUT TECHNOLOGIQUE FCBA	France
	2003	<b>Value analysis certification</b>	AFAV	France
	2003	<b>Internal auditor certification (ISO 19011)</b>	ICOPREF	France
	1997	<b>Chinese HSK certificate (Level 4/6)</b>	XIAMEN UNIVERSITY	China



## Technical skills

Technical expertise and tools	Standards	Industrial, Environmental and Social ISO 9001, Audit (ISO 19011), Environmental (ISO 14001, REACH), Social (OHSAS18001), Laboratories (ISO 17025), Health (HACCP, ISO 22000), Furniture (domestics & professionals)
	Methods	Continuous Improvement and Management Kaizen, 5S, FMEA, Six Sigma, Value analysis, Lean management, CMMI, ITIL, Merise, UML
	Multimedia	Web Design, Computer Languages, Servers and Database Web design (ASP, CSS, HTML, PHP), OS (Linux, Unix, Windows), Server (Apache, IIS), Languages (C++, C#, Java, XML), Database (Access, MySQL, Oracle, PostgreSQL, Sybase)
	Marketing	Customer Relationship, Search Engine Optimization, Traffic Acquisition and Advertising - Social network, CMS (Joomla, Prestashop, WordPress), CRS - <b>Search Engine Optimization, Search Engine Marketing, Social Media Optimization</b> , Google Analytics - Affiliations, Blog, Emailing, Newsletters, <b>Search Engine Advertising</b> , Social Ads (B2B, B2C) - e-Pub (Search & Display), Retargeting, PLV, Video production

(1) SHENZHEN LONGLIEXI LTD = 深圳市龙鬣蜥企业管理顾问有限公司

