

Mr. Clerchon

NATIONALITY: French

SUMMARY

- Expert on Marketing and Business Development, Sales and Marketing Strategy and Management, Strategy of balancing product mix and International mix and on different marketing channels. Ability to analyze the brand positioning on different markets
- Multicultural team leader, innovation minded sensitive to market mutation and communicator

EDUCATION

1978 ESSEC (Paris), MBA from one of the leading business school in France
major in Marketing and Sales

EMPLOYMENT RECORD/PROFESSIONAL EXPERIENCE

- 2008-2012 **Chief Executive Officer, PROMOSTYL**

A top leading trend agency especially dedicated to fashion and trends worldwide

As the CEO of the Company, my mission was to set up the business plan and implement the growth strategy with an efficient reorientation of the Company to the consulting field (intelligence and creative design tools), as a full renovation of the different trend books

As an example, In China, The Company has become a top leading brand in its field.

- 1999- 2007 **Vice President Sales and Marketing, SUBLISTATIC INTERNATIONAL** (Lille-France)

A French company specialized in fashion and decoration textile with a turnover of 55 M€
My role was to implement the growth strategy both to new clients and new geographical markets (China, South East Asia, Eastern Europe), to follow up our worldwide subsidiaries, to

manage our international team and to enhance our relationship with our existing customer base.

During my assignment, I increased our global turnover by 29% and EBIT by 60% in four years (from 7.5 m€ to and 12 m€), reinforced our position in mature markets (+39% sales in West Europe and +23% in the USA) and to set up our US subsidiary. In the meantime, while reducing our costs (-25%) I increased our sales in new markets (+ 200% in East Europe, +36% in Japan).

- 1996 – 1999 **Director of Sales and Marketing, GROUPE NOBILIS** (Paris, France)

A French company with 40 M€ in sales, specialized in design, marketing of textiles, wall covering, furniture and accessories

My assignment was to diversify the products line while upgrading the marketing and sales operations and to manage the business unit.

I was able to increase the business unit sales by 15% to 5m€, increase the client base and advisors base (+17% up to 10m€)

- 1993 – 1996 **General Manager, VIVIS SFBD** (Strasbourg, France)

A French company specialized in Health and "Bio" products with sales of 10 M €

I implement the business plan, coordinate all company services and set up the local and international marketing and sales strategy. Part of my work was to build a new team and also to negotiate with purchasers and suppliers.

Under my management, sales have increased by 50% to 11m€, gross margin by 8points and the customer base by 30%. Overall expenses have decreased (15%).

- 1990 – 1992 **Marketing and Sales Group Manager, AIR FRANCE - JET TOURS**
(Paris, France)

A French subsidiary of the airline company Air France, Jet Tours was a tour operator of 300m€ sales.

My role was to coordinate and to motivate the work of different division (60 persons), to audit the marketing and sales division, to carry out a new price policy and develop a Quality Insurance Plan.

I managed to maintain the profit margin in the context of the Gulf War and to reduce the customer claims by 30%

- 1983 – 1990 **Marketing Manager, GROUPE C E P - JEUX NATHAN** (Paris, France)

A French company specialized in design and marketing of toys and games with sales of 100m€

My assignment was to set up the marketing business strategy for 5 brands, to conduct market analyses and to negotiate partnership, licensing in France and worldwide mainly in the USA and Asia.

Under my management, sales increased to 50m€ (multiplied by 3 in 6 years), launched a new range of electronic games (20m€ of revenues) and new partnerships were signed.

- 1980 – 1983 **Consultant, NIELSEN COMPANY** (Paris, France)

A French leading consulting company with sales of 80 m€

My role was to find new targets and increase the billings and to coordinate the activities of the European subsidiaries on international project.

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| PROFESSIONAL AFFILIATIONS |
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n/a

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| PUBLICATIONS |
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n/a

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| LANGUAGES |
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English, Japanese, German, Spanish