

Professional Profile : Professional with over 20 years of experience in distribution and services, I have developed recognized expertise in management, negotiation, and strategic project oversight. My career has enabled me to lead both integrated and franchised networks while collaborating with teams of up to 300 employees. Convinced that success is based on leveraging talent and achieving customer satisfaction, I have contributed to the creation of market-adapted offers and the establishment of strategic partnerships. My achievements include the development of flagship offers such as DartyMax (current version) and the design of financial products such as the Casino bank card, developed in collaboration with FLOA Banque. Together with my team, I have also designed innovative insurance solutions incorporating differentiating services like roadside assistance and buy-back. Curious and dedicated, I place teams and clients at the core of my actions, aiming to transform challenges into lasting opportunities and to contribute to significant value creation.

Professional Experience

- **Since December 2021** – Director of Home Services and Repairs – FNAC DARTY Group
 - **March 2018 – December 2021** – Director of Merchant Services and Partnerships – CASINO Distribution France
 - **January 2017 – March 2018** – Director of Group Service Sales – FNAC DARTY Group
 - **August 2013 – February 2017** – Director of Sales (Regional Director) – DARTY
 - **January 2009 – August 2013** – Sales Development Manager – DARTY
 - **November 2005 – January 2009** – Store Manager – DARTY
 - **August 2002 – August 2005** – Head of Customer Services Sector – LEROY MERLIN
 - **July 2001 – August 2002** – Restaurant Manager – MC DONALD'S
 - **June 2000 – August 2001** – Store Manager – PARASHOP
 - **September 1999 – June 2000** – Department Manager – DECATHLON
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Education

- **Master's in Operational Management** (With highest honors), ESSEC Business School, Cergy, La Défense (2011 – 2013)
 - **BTS in Commercial Action**, IRFA, Perpignan (1998)
 - **High Mountain Rescue Certification**, National Commando Training Centre, Mont-Louis (1996)
 - **First Year in Medicine**, UFR Biology, Montpellier (1995)
 - **Scientific Baccalaureate** (Science Stream, Mathematics option), Lycée Jean Lurçat, Perpignan (1994)
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Technical Skills

- **Management:** Leadership, coaching, network facilitation, multi-site management.
 - **Project Management:** Designing and deploying offers, partnership negotiation, multichannel strategies, SEA/SEO strategy.
 - **IT:** Excel, Word, PowerPoint, Photoshop, Illustrator, Python, development of web applications in a Next.js environment.
 - **Languages:** French (native), English (B2 level).
 - **Digital Tools:** Proficient in ChatGPT 4, Claude, Kling AI.
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Interests

- **Sports:** Practicing Krav Maga since 2002, founding member of French boxing federations, multiple finalist in the French championships for combined events (athletics).
- **Technology:** Passionate about innovations in artificial intelligence.
- **Associative Work:** Member of the "LA FABRIQUE" association for the CASINO Group in favor of gender equality in the workplace. I have organized several events for this association.