

Eric Bonnel de Longchamp

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THAILAND



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 th.linkedin.com/in/ericbonnel2016

47 years, Married, 2 children

Country Director, General Manager, CEO, CFO.

25 years international work experience in general management & finance roles

Start-ups, World leading companies acting globally

Entrepreneur with Advanced Finance Structuring Expertise

PRESENT

FOCUS ASIA

General Manager – Focus Global Holding Thailand

Group CFO – Executive Board Member

Bangkok, Thailand

Sept 2015 to Present

Dec 2014 to Present

PREVIOUS

RSM International

Audit Partner

Mar. 2011 to Aug. 2014

France & Indonesia

TREK ON LINE

CEO - Founder

Feb. 2005 to Mar. 2011

France, Germany & Indonesia

JAMES HARDIE

Director of Finance

Feb. 2004 to Dec 2006

MARRIOTT

CFO France

Sept 2001 to Jan 2004

SOFTBANK

CFO for @viso

Jul 1999 to Aug 2001

THE WALT DISNEY COMPANY

Director of Finance

Sept 1996 – July 1999

ASEA BROWN BOVERIE (ABB)

Finance Manager

Dec 1994 to Sept 1996

AVENTIS USA

Financial Planning Analyst

Jul.1991 to Dec 1994

EDUCATION & VARIOUS

M.B.A - Ecole Supérieure de Gestion – Paris, France.

Publication: "Consolidation techniques & financial analysis of consolidated accounts"

Executive C.P.A. - Chicago, USA

Internet Pioneer

French & English / Fluent; Indonesian / Basic.

Expedition leader to Mt Everest (5 expeditions).

Marathon runner (9 times finisher)

Married with 2 children

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47 years, Married, 2 children

FOCUS ASIA

General Manager – Focus Global Holding Thailand
Group CFO – Executive Board Member

Bangkok Thailand
September 2015 to Present
December 2014 to Present

Focus Asia is a leading South East Asia destination management company serving European Tour Operators. Headquartered in Singapore and with 16 subsidiaries over Hong Kong, Vietnam, Thailand, Myanmar, Cambodia, Laos and Indonesia,

As General Manager :

- Thai and Regional Sale Departments Management
- Global Customer Services creation & management
- Capital increase & change management.
- Teams Building (Hiring , Training)
- Information System (Designing & Procedures)
- HR: Thai & Expat
- Business Development - International Trade shows
- New markets & channels marketing strategies

as Group Chief Financial Office:

- Finance leadership to the Board
- Quarterly Shareholder Meetings
- Cash Flow control and profit maximization
- Banking, Corporate, Audit and Tax
- Financial Reporting: P&L, B/S
- Actual, Budget and Forecast
- Consolidation – KPI & Dashboards
- Strategic Planning

RSM International

Audit Partner

Paris, France& Denpasar, Indonesia
March 2011 to August 2014

RSM International is the world 7th largest audit, tax and advisory firms. I led audit works at clients (Fortune 500) in the Software, Telecommunication, Media, TV, Internet, FMCG & Industrial sectors.

Trade sale (US\$ 260M). Customer Service Litigations (9600 invoices)& cash collection(US\$ 250M); Shared Services Centers (1500 invoices / US\$ 28M);Global Cost Benchmarking & Reorganization (US\$250M & savings =18%). Direct reports: 25senior auditors

Audit reviews & report presentations
Management of audit teams
KPI, Workflow Processing & Change Management
Policy & procedure definitions, Internal controls
Shared Services Centers
Financial Reporting: P&L, B/S and Cash Flow
US GAAP, IFRS, SOX & SEC reporting
System developments & user trainings: People Soft & SAP
Due Diligence, Data room & Creation of JV

TREK ONLINE

CEO - Founder

France, Germany & Indonesia
February 2005 to March 2011

Internet distribution platform & market place selling vacation packages with cross sales of travel accessories, insurances, financing solutions. As CEO and founder, I developed this company to sell it to a market leader.

Management of the company
Company Strategy definition & execution
Development and Management of the Marketing & Production partnerships in Asia.
Operational management of all Asian activities (*Indonesia, Vietnam, Laos, Cambodia, China, India & Nepal*)
Country openings (marketing, legal & distribution) - 9 countries
Global Online strategy (branding, marketing, advertising, e-business, partnerships)
Data room & Trade Sale

as Chief Financial Officer:

Strategic Business Planning
Road Show & Funds raising with Private Equity
Shareholder meetings and Board of Directors
Financial reporting: Actual, Budget & Forecast
Management of the accounting & HR Teams

JAMES HARDIE
Director of Finance

Amsterdam, The Netherlands.
February 2004 to December 2006

James Hardie is a fiber-cement business and operates in markets around the world, with global manufacturing operations. I led all financial and accounting matters for the European business units.

Net Sales US\$ 53M. Direct reports : 5 Managers

Finance leadership to European Board
Management of the European Production center
Financial Reporting: P&L, B/S and Cash Flow
Budgeting and Forecasting & Strategic Planning
Management of the finance and the accounting team – Shared Services Center
Production planning and management of all inventories (finished and semi-finished goods)

MARRIOTT
CFO - Marriott Vacation Club International France

Disneyland Paris, France
Sept 2001- Jan 2004

Marriott Inc. invested **US\$280 million** to build and to market a 275-villa resort in France. I led all finance matters of this investment.

Off Shore company structuring: Trust, Financing, Tax, Loans
Finance Leadership to Management team
Monthly business reviews with department heads
Strategic Business Planning and Budgeting
Financial Reporting (P&L, B/S, Cash Flow) –Actual, Budget and Forecast

SOFTBANK - VIVENDI
CFO for @viso

Paris, France
July 1999 – August 2001

@Viso was the Internet Platform of Vivendi and Softbank which launched e-commerce websites in Europe to float the global venture (Pre-IPO). I reported to the CEO and to the Board:

Strategic business development and portfolio management
Board of Directors and Shareholders meetings
Capital call, finance structuring & cash management
Organization of "Data room" and Trade sale negotiations
Consolidated financial reporting: P&L, B/S and cash flows
Budget, forecast and the business plan
Management of the finance & accounting department (**15 people in 5 countries**)
Statutory audits, Year-end closes (**29 legal entities in 9 countries**)

THE WALT DISNEY COMPANY
Director of Finance

Paris, France
Sept 1996 – July 1999

The Walt Disney Company in Paris was the regional HQ for EMEA. I led the finance & business development department for this region:

Creation of an international network of representative offices and joint ventures in 8 countries.
Management of monthly financial reporting procedures
Preparation of budget, forecast and strategic plans (**Sales: 12 M€**)
Management of the accounting team (**11 people in 8 countries**)

ASEA BROWN BOVERIE (ABB)
Finance Manager

Paris, France
December 1994 – September 1996

AVENTIS
Financial Planning Analyst

Philadelphia, USA
July 1991 – December 1994

Education

M.B.A - Master in Business and Administration. Ecole Supérieure de Gestion – Paris, France - 1992
Master thesis: "Consolidation techniques and financial analysis of consolidated accounts"

Executive Courses • C.P.A. training– Chicago, Illinois – 2006/2007
Intensive accounting and auditing programs: US GAAS and US GAAP including Sarbanes-Oxley Acts (SOX).

Other - Hobbies

Bilingual French and English
French and Canadian citizenships
Expedition leader to Mt Everest & Marathon runner