

Nicolas Caël

French - 28

Bangkok - Thailand

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Regional Business Developer Manager / Area Sales Manager

Result orientated sales leader with diverse experience in Business Development, Sales, Management, IT, B2B, and Account Management. With a strong technical and business background, I have become passionate about International business, start-up and IT field and have a can-do, proactive approach to my work.

CURRENT OBJECTIVE

Looking for a challenging position of responsibility in South-East Asia (Bangkok) where I can undertake regional business development of technical/complex solutions to key accounts in startup or international company.

WORK EXPERIENCE

From Sept 14
2 years

Regional Business Development Manager – 4xLabs

4xLabs is a fast growing VC-funded fintech start-up (30 person) headquartered in Singapore with operations in Hong Kong, Thailand, India and Vietnam that has raised Series-A (\$1M) round. **Bangkok – Thailand**

- Managing and hiring a sales team of 5 BDM (Thailand, Singapore, India, Hong Kong) + 5 Interns to assist the business development operations
- Developed business from scratch around South-East-Asia by building a wide network of partners of [GET4X](#) around South-East Asia
- Opened/Launched 7 new cities
- Define B2B products requirements (new features, bugs and improvements) and led the IT engineering team (Vietnam) to deliver B2B products to the market
- Reached own KPI to help the Series-A fund-raising from investors
- Was the first employee and drove growth for almost 2 years (+150 clients)

Feb 13 - Jul 14
1 year 4 months

India Sales Manager (VIE) – PKB (15M€ T/O) manufactures filling and capping machines. It provides full technical solutions to customers. PKB is France leading's manufacturer for the perfume and cosmetics industry (Chanel, L'Oréal, Clarins, Oriflame, AVON, P&G, Shiseido,) I was in charge of all commercial operations in India. As business developer, I sought out new sales leads and business opportunities across the Indian subcontinent in **Pune – India**

- Identifying potential clients across India from scratch
- Closing sales: Target achieved and exceeded
- Dealing with high-value and complex solutions (>100k€)
- Setting up key account data base from scratch and maintain strong relationship with Top 20 biggest India Key Accounts (Unilever, P&G, L'Oréal, Avon,...)
- Identifying the specific needs of customers, then creating bespoke technical solutions
- Managing projects between clients and technical team in France
- Organising a trade show in Mumbai

Apr12- Dec 12
9 months

Business Consultant - Expandys is a consultancy company specialising in international business development and promotion of international events in **London – UK**

I was responsible for:

- Searching for UK distributors to helping a foreign SME to enter the UK market
- Identifying key players within largest Irish and UK clothes retailers and wine distributors (Topshop, Marks&Spencer, Primark, Monsoon, John Lewis, Next)
- Hiring and managing 2 employees
- Involves sourcing shows (textile, garments, fabrics, collections) in Mediterranean area
- Researching potential new commercial partners in UK and abroad
- Visiting international trade shows across the UK

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| June 10 - Sep11 <i>15 months</i> | <p><u>Round the world travel</u> - I travelled independently on a small budget around Oceania, Asia, North America, Central America. The personal skills I developed were:</p> <ul style="list-style-type: none"> ➤ Self-sufficiency and self-reliance ➤ Development of interpersonal skills ➤ Open-mindedness and cross-cultural understanding ➤ Budgeting and Planning |
| Feb 11 -May 11 <i>4 months</i> | <p><u>Business Development</u> - Telco Management Inc. in Vancouver - Canada</p> <ul style="list-style-type: none"> ➤ Turned prospects into new customers within French and UK markets ➤ Responded to customer enquiries and requests and resolved issues efficiently and professionally ➤ Handled a high volume of cold-calls within a pressured call centre environment ➤ Enhanced the customer experience by providing information on new products, and services through up-selling opportunities. ➤ Was top seller of my intake |
| Dec 08-Mar 10 <i>16 months</i> | <p><u>Humanitarian operation</u> - Founder and creator of Greentrip, an association which aimed to involve students in humanitarian activities. I was in charge of managing a project from beginning to end. Together with my team, we managed to raise the €7,000 target, therefore succeeding in our challenge in Morocco.</p> |
| Sep 08 - Sep 09 <i>1 year</i> | <p><u>Charity operation</u> - I was responsible for medical materials purchasing during a humanitarian mission to Mekong Association, a student run charity in Hoi An - Vietnam</p> <ul style="list-style-type: none"> ➤ Organised local stalls to raise funds for the mission ➤ Communicated with key players within Vietnamese hospitals to make a final decision concerning purchasing of medical material |

EDUCATION

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| 2008-2012 | <p><u>Business School:</u> ICN Business School (<i>EQUIS Accredited</i>), Nancy, France One of France's leading Management Schools</p> <p><u>Master in Business and Management:</u> Entrepreneurship and Business Development</p> <ul style="list-style-type: none"> ➤ Major: Innovation and Technology Management ➤ Minor: Emerging Technologies |
| 2006-2008 | <p><u>Engineering School:</u> ENSGSI <i>National Superior School of Industrial Systems</i>, Nancy, France</p> <p><u>Bachelor in Industrial Engineering</u></p> <ul style="list-style-type: none"> ➤ Project Management, organizational engineering, innovation and scientific skills |
| 2005 | <p><u>High School:</u> <i>Georges de la Tour</i>, Metz, France</p> <ul style="list-style-type: none"> ➤ Special merit equivalent to A at A-Level |

ADDITIONAL SKILLS AND QUALIFICATIONS

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| Languages IT Skills Others | French (native), English (fluent, 4 years in English-speaker countries, TOEIC 920/990) Advanced MS Office, Windows and Mac OS, Adobe CS4, CRMs (SalesForce, Sage) Driver's licence |
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HOBBIES AND INTERESTS

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| Sports Hobbies | Running, skiing, mountain biking, swimming, football and scuba diving (Advanced PADI) Multimedia, technologies, networking, current affairs, travelling |
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REFERENCES

References available upon request