****Alexandre Lequesne

Head of Sales – Ecommerce Logistics

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**P**ROFILE

Highly ambitious and dynamic sales professional with 11 years of working experience in the UK , USA, and Thailand seeking a rewarding challenge in a well-established company with an opportunity for advancement­

**E**XPERIENCE

**HEAD OF SALES (Aug 2014 – present)**

**Quantium Solutions (Thailand)/Singapore Post, Bangkok, Thailand**

* Responsible for the all the sales activities of the company, and in charge of developing and managing the sales pipeline to achieve the country’s financial objectives
* Design aggressive sales strategies to grow and promote the portfolio of services including:
  + Domestic (Last Mile) & International (Cross Border) parcel/mail deliveries
  + Warehousing & Fulfillment solutions
  + Mailroom solutions
  + Ecommerce website design & development
* Lead and manage the Sales team and provide support to close major accounts
* Successfully acquired major key B2C ecommerce players within a short time frame, and implemented the first domestic ‘end-to end’ projects, in line with the company’s new vision to be the regional leader in end-to-end ecommerce logistics
* Prepare monthly and yearly forecasts
* Oversee commercial activities to ensure costing and pricing of projects are done properly and accurately
* Responsible for sourcing new partners and other 3PL companies
* Developed a sound understanding of ecommerce websites design and development by promoting the services of SP eCommerce (digital division of Singapore Post)

**CO-FOUNDER/ DIRECTOR (Aug 2012 – Apr 2014)**

**Choulachou London, London, UK then Bangkok, Thailand**

* Co-founded a fashion label specialising in the design and production of silk scarves
* Acquired a strong knowledge of the requirements needed to run a successful ecommerce business
* Responsible for managing the entire business operation including acquiring new stockists, import/export, financial control and planning, material sourcing, production, distribution, and inventory management
* Secured distribution agreements with:
  + Central Retail Corporation: six branches in Thailand
  + International stockists: Independentboutique (UK), Mania Mia (UK), Jooix (Singapore)
* Invited by PopUp Britain organisation to showcase the collection in exclusive pop up shops in Chelsea and Picadilly Circus in London
* Developed and good understanding of the import/ export requirements in terms of logistics, quality control, duties, incoterms, classification codes, and VAT

**BUSINESS DEVELOPMENT MANAGER/ ACCOUNT DIRECTOR (May 2011 – May 2012)**

**Kesslers International, London, UK**

* Managed and developed a portfolio of domestic and international blue chip clients, mainly from the cosmetics, fragrance, fashion, and FMCG industries (Estee Lauder, Revlon, Ralph Lauren, Puig, Reckitt Benckiser, Philips) generating over £1.5M of annual sales for a leading designer and manufacturer of Point of Purchase displays
* In charge of export activities with European and Middle Eastern markets requiring frequent customer visits
* Managed large scale projects such as national and international rollouts
* Developed efficient project management skills by constantly liaising with the Creative, Engineering, Manufacturing, and Assembly teams
* Acquired a strong knowledge in Branding within the retail environment
* Learned about several manufacturing techniques such as Injection Moulding, Profile Extrusion, Vacuum Forming, Metal Working, Laser Cutting, Acrylic Routing, and Screen Printing

**SALES ACCOUNT MANAGER (Aug 2008 – May 2011)**

**Foxbarn Limited, London, UK**

* Managed and developed a portfolio of clients including major supermarkets, large electrical and DIY chains (Dixons, Comet, Argos, Morrisons) generating over £1M of annual sales, about 30% of the company’s turnover, for a distributor of display fixtures and Point of Sale equipment
* Constantly increased sales over time, reaching the established sales targets
* Generated new business through trade exhibitions (Euroshop, Totally DIY), face-to-face meetings with potential clients, and cold calling
* Managed large scale clients’ projects such as national rollout programmes and store refits
* Enhanced my purchasing abilities by negotiating with international suppliers (Germany, Spain, and China) on a daily basis
* Responsible for the training of two new sales persons

**SALES & MARKETING EXECUTIVE (Sep 2005 – Sep 2007)**

**Allied International Corp., Baltimore, USA**

* Managed and developed a portfolio of over 50 accounts generating $2.5 of annual sales for a major private label importer and distributor of food items
* Increased sales by 38% the first year, exceeding the established goals of 25%
* Developed new accounts in India, Australia, and South Korea
* Responsible for preparing promotional campaigns: selecting products from 550 SKU’s, deciding on the pricing strategy, designing e-shots and seasonal booking programmes
* Created a customer satisfaction survey to determine areas of improvements
* Coordinated and represented the company during trade exhibitions (All Candy Expo in Chicago and ASD/AMD in Las Vegas)
* Responsible for the training of two new sales persons

**E**DUCATION

2004 - 2005 Master of Business Administration, Marketing – University of Baltimore, USA

2002 - 2003 Bachelor of Business Administration, Management – Western Carolina University, USA

2000 - 2002 1st and 2nd year of Bachelor Degree – CERAM Business School, France

2000 Scientific French Baccalaureate – Physics/Chemistry – Paris, France

**S**KILLS

COMPUTER Proficient in the use of the following CRM software: Act, Maximizer, Salesforce

LANGUAGES English (fluent), French (mother tongue), Spanish (intermediate), Thai (beginner)

**O**THERS

**Secretary of the Marketing Club**, University of Baltimore

**Member of the American Marketing Association**, Baltimore Chapter

**Member of the International Club**, University of Baltimore & Western Carolina University

**Peer Network Advisor**, University of Baltimore

**Leadership Certification**, University of Baltimore