**Pierre Lombrez**

Age: 48

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***Personal Statement:***

A confident, proactive leader with proven delivery in Strategic Management, Product Marketing, eMarketing, Team Development and International Projects. Leadership and delivery of complex issue resolution within a combination of Strategic, Corporate, People and Process Improvements. Highly committed, hard working with a track record of consistently delivering personal and business performance objectives. Thrives on challenge and proactively embraces new approaches to deliver success. Strong experience in large groups of the industrial market, in marketing and management reinforced by a recent executive MBA major in strategy and finance. Recognised for leading in technical competencies as well as analytical and management skills. Able to engage across functions, geographies and confident at communicating across multiple levels and disciplines within a business and with customers, partners and suppliers.

**Employment History:**

**Farnell Plc (Member of Premier Farnell Group**). On line distribution B to B of components and tools for the electronic engineering, manufacturing and maintenance industry.

**Stategic Pricing Manager Europe Sep 2007 – Oct 2011**

Responsible for pricing of 500 000 products in 14 European countries and Eastern Europe. Influencing £342M of sales. Designing and implementing pricing strategies to optimize competitiveness and pure margin. Creating and managing remotely a UK based team of experts and analysts and manage 28 millions prices in 6 different currencies. Elaborating segmented pricing strategies to lead market price evolutions and develop tactical pricing actions to create margin and sales opportunities. Contributing to 20 consecutive quarters of stable pure margin in a very fluctuating market. Improve and create innovative pricing processes. Developing specific pricing analysis tools and database for price optimization, competition price positioning and benchmarking. Learning SQL language, database and SQL Management Studio. Expertise in Microsoft Access and Excel.

**Marketing and eCommerce manager France Feb 1999 – Aug 2007**

Creating and developing a team of 20 people and 4 managers. Developing Product Proposition, Product Marketing and value added services. Developing web channel sales, eProcurement solutions and eMarketing campaigns. Learning web technologies HTML, PHP, MySQL. Creating on line and off line marketing campaigns, communication events and customer life cycle management. Creating and developing Supplier Management team (20 vendors) and Purchasing team (10 000 products). Product proposition increased from 55 000 to 110 000 products in a 3 000 pages paper catalogue, Web sales growth from none to 46% of French business (now 71% in 2011, the highest in Farnell Europe).

**Product Marketing and Technical Sales manager France Aug 1996 – Jan 1999**

Creating a team of technical sales to answer customer technical inquiries and sell the best solution to customer technical needs. Manage a team of Product Managers. Localizing product offer to match French market requirements and needs. Negotiating vendor agreements with local French suupliers. Doing direct marketing, brochures and flyers. Improve paper catalogue content, translating to actual technical terms and attributes. Product proposition increased from 15 000 to 55 000 products in a fully translated 1 500 pages paper catalogue.

**Employment History (continuing):**

**ALSTOM** Transport Division, Villeurbanne (69). Railway transport, urban and subway

**Electronic Design Engineer Apr 1990 - Jul 1996**

Managing small projects (30K€ to 300K€) including customer requirements analysis, technical specification, resource planning, development schedule, production, test and delivery of prototypes. Developing analog and digital electronic PCBs and power systems for French Trains, New York Subway, Nuclear Submarine. Learning Mentor Graphics Software suite. Programming microcontrollers in C++ language and assembler. Managing suppliers for special technical requirements (i.e. ABB special current sensors). Developing a catalogue of 10 000 components specifically tested and qualified for Alstom electronic designs. Managing test and expertise programs sub-contracted to an independent laboratory (LCIE).

**HENKEL GV** Chemical industry. Catering Hygiene Division, Industrial Detergents and electronic dosage systems for industrial catering.

**Field Sales Engineer and Distribution Manager Sep 1988 – Mar 1990**

Developing sales in the Rhône-Auvergne area. Managing and training 6 distributors. Achieving 12% sales growth in 2 years (1200 customers, 10M€ of Turnover)

**ECL France sarl. Copying Machines Sales, Repair and Maintenance.**

**Installation and Maintenance Manager Sep 1986 – Aug 1988**

Delivering and installing new machines, Training users. Negotiating Maintenance Contracts. Maintaining and repairing a park of machines from 600 customers in the north of France area.

**SPIE-TRINDEL. Placement at Electricité De France (EDF) Nuclear Power generator of Paluel in Normandie**

**Power on tests Manager June 1984 – Aug 1986**

Preparing, Organizing and Running first power-on tests of electronic, electrical and automatism systems peripheral to the nuclear reactor. Management of up to 15 assistants. DATR qualification (work in radioactive environment)

**Education:**

Executive MBA Major in Strategy and Finance – EM-Lyon Business School Nov 2007

Master’s Degree of Engineering - Centre d'Etudes Supérieures Industrielles (CESI) Mar 1994

HND Engineering Electrical and Electronic – Arras School Jul 1983

**Qualifications:**

Test of English For International Communication (TOEIC) – Score 915 Oct 2004

Customer Relationship Management Programme – Cranfield School of Management Jul 2001

Sales Training – Eric Krauthammer Management Oct 1989

**Interests:**

My wife and two children

President of a sport club (Aïkido)

Sports: Aïkido, Ski, Wind Surf

Hobbies: IT and Internet (webmaster), electronic designing and repairing for fun.