



Personal details

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7 October 1976
French

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CEO / COO Managing Director

Value Proposition

22 years experience in general management and business development, mainly in the retail industry. Proven track record in leading entrepreneurial initiatives and large teams to performance. Strong problem-solving skills with ability to inject energy and creativity into an organization.

2020 - 2022



AAB Theming - Paris, France 🇫🇷 🇪🇺

Europe's leader in the construction of permanent decor for the entertainment industry

Chief Operating Officer

- Global COO in charge of all the Group's operations, along with the supply chain and the Bulgarian subsidiary
- Responsible for the operational merger of AAB and UA5P. Reported to the owner and CEO

2018 - 2020



THE ADECCO GROUP

The Adecco Group - Paris, France 🇫🇷

World's #1 Human Resources provider with 10 specialized brands in 60+ countries

Area Director

- Full P&L responsibility for the Paris Region, accounting for 20% of the Group's annual turnover
- Team Leadership across functions (Sales, HR, Finance) and operations (local Branches)

2017 - 2018



Globe Groupe - Paris, France 🇫🇷 🇪🇺

Europe's #1 fully-integrated shopper marketing agency, with a network of 10 subsidiaries across France and Germany

Chief Operating Officer

- Global COO in charge of all the Group's operations, along with the supply chain and the regional subsidiaries
- Responsible for the implementation of the Group's pan-European expansion plan. Reported to the founder and CEO

2011 - 2017



Apple - Paris, France 🇫🇷 🇪🇺

European Retail Market for France, Belgium and Netherlands : 20 stores, 2,000+ employees, \$700m annual revenue

Senior Manager

- Deputy General Manager for the Market, in charge of leading the « Operational Excellence » processes across Europe
- Opened 15 stores over a six-year period. Hired, trained and developed 1500+ staff and 150+ managers
- Mentored and coached 15+ newly-hired senior leaders for the market
- Drove KPI's and partnered with store leaders to grow all metrics in a sustainable way

2010



Franke - Shanghai, People's Republic of China 🇨🇳

European leader in kitchen systems solutions

Consultant in marketing & sales effectiveness

- Performed industry and company analysis for current operations in China. Developed recommendations for the Chinese subsidiary to redefine its brand positioning and better control its network of distributors

2003 - 2009



Leroy Merlin - Paris, France 🇫🇷

Leader in the French DIY (Do It Yourself) retail market, annual revenue \$20bn, 100,000 employees, world's number three with operations in 20+ countries

Managing Director

Entrepreneurial role with branch responsibility for all budget, organizational, commercial and strategic activities; company's youngest Managing Director at the age of 29

- Led a team of 400 employees and 20 executives in a \$152m turnover multi-store business unit
- Initiated and implemented a new business unit design, targeting the growing home improvement segment
- Increased branch profits by 210% in 2 years

2000 - 2002



EasyMoving.com - Lille, France & Beijing, People's Republic of China 🇫🇷 🇨🇳

Internet-based relocation company

Founder and CEO

- Created the company; designed the business model, found business partners, raised funds and recruited staff

Education

2010

MBA, IMD, Lausanne, Switzerland

1997 - 2001

MSc Management, EDHEC Business School, Lille, France

Languages

French, English, German

Interests

- Traveling and exploring new cultures (35+ countries, 9-month Trip around the World in 2009)
- Mentoring young entrepreneurs to structure their business (Johannesburg, South Africa 2010)
- Rugby and tennis : played competitively