



Vincent CHARBONNIER PEREZ

VIE ID : V230273470

Passport and international driving licence : valid

SKILLS

Member of DCF - Dirigeants Commerciaux de France (french association)

Trade marketing, KPIs and consumer panels

Ability to write and summarize

Running meetings and reporting

Sell-in / Sell-out / Incoterms

Budget management (End-of-Year Rebate)

Price Image Ratio / Omnichannel

Project management

Brand awareness

Public speaking

IT tools :

Pack Office, Microsoft BI, Excel and pivot

tables, Google Looker, videoconference,

Illustrator, Premiere Pro, Prestashop, Canva

PROFIL

As a businessman, I gained five years of experience in the food and FMCG sectors as a Sales Manager, before moving on to head office positions in purchasing, sales, as well as marketing and communication.

My career path, enriched by multicultural experiences with Switzerland, the West Indies and the Indian Ocean, has enabled me to develop solid skills in team management and intercultural collaboration in family businesses, multinational, start-up and companies with a strong Muslim culture. I'd now like to put this experience to work on a global project as a VIE.

I have also developed my expertise in the following areas :

- Market analysis, retail, mix marketing and merchandising
- Key Account Strategy, Dashboards, P&L monitoring
- Project management, product launch and 360° media plan
- Manufacturers, retailers and shopper's expectations



French citizen / Currently on Réunion Island (Indian Ocean)



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vincent-charbonnier19

WORK EXPERIENCES

CATEGORY MANAGER - PURCHASER RAVATE.COM – WELDOM (RAVATE GROUP)

June 2024 to Present

- Definition of category strategy, purchasing and merchandising action plans
- Market analysis, consumer trends and KPIs
- Activity reporting and market reviews

CATEGORY MANAGER - ACHETEUR BUREAU VALLÉE GROUP

June 2023 to May 2024

- Market data analysis and consumer trends
- Definition of promotional and non-promotional range strategies (€28M – online/offline)
- Supplier relationships : KPI analysis, framework contracts and end of year rebate negotiations
- Strategy implementation : Steering Committee (5 people)

CATEGORY MANAGER INTERMARCHÉ – NETTO GROUP

Nov. 2022 to March 2023

- Market data analysis and consumer trends
- Alcohol category strategy definition, analysis, promotion and action plans
- Management of a Junior Marketing Assistant and two shop owners

OPERATIONS MANAGER ÉNERGIES GREEN LLC

July 2022 to Nov. 2022

- Recruitment, training and skills management (5 people)
- Internal process improvement (sales, customer relationships and after-sales service)
- Implementation of a new internal IT system
- Supplier and subcontractor relations (sourcing, negotiations, monitoring)

SALES MANAGER FRENCH WEST INDIES HEINEKEN - DESPERADOS

Jan. 2022 to July 2022

- Optimizing the supermarket range, controlling the 4Ps (marketing mix)
- Achievement of volume, value and market share sales targets
- Management of a team of 7 people

SALES MANAGER FRANCE PASTILLE DES ALPES by L'ATELIER DES LACS

Sept. 2019 to Sept. 2021

- Definition and monitoring of the sales forecasts, sales and marketing strategy
- Market analysis, strategy and monitoring of the regional key account strategy
- Product/service launch strategy and e-commerce implementation
- Creation of point-of-sale advertising, sales tools and implementation of trade marketing actions

MULTICULTURAL EXPERIENCES

- **2017 to 2019** : "Caves Ouvertes de Genève" (volunteered) : selling wines to an international clientele (mainly Chinese, American, Canadian, German and Spanish customers)
- **2017** : business seminar in Brazil, meetings with local corporations and public organizations
- **2015** : 3-week stay at the National College of Ireland (Dublin) and English training lessons
- Various stays with English, Canadian and Indian host families
- **Travel** : United States, Canada, India, Caribbean, Europe, backpacking and road trips
- **Since childhood** : annual one-month stay at the family home near Alicante, Spain

HOBBIES

- **Sports** : soccer, skiing
- **History and Geopolitics** : international relations from the 15th century to the present day
- **Travel** : Couchsurfing, hostels, cultural exchanges, languages and international food
- **Others Interests** : cinema, IT, stock markets, economy and finance

LANGUAGES

French : fluent

English : B2 (reading, writing, speaking)

Spanish : B1 (writing, speaking)

Creole : currently learning

EDUCATION

INSEEC BUSINESS SCHOOL

**Master Degree Trade Marketing,
Management and retail strategy**

INSEEC COMPANY INCUBATOR

**Award certification for the
entrepreneurship course**

SAVOIE MONT-BLANC UNIVERSITY

**Bachelor Degree International Trade and
Management**