



Vincent CHARBONNIER

SALES & MARKETING MANAGER

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- 🌐 International mobility : Africa, Asia-Pacific & Overseas Territories

PROFILE

Sales & Marketing Manager with a strong background, driving revenue growth, structuring commercial operations and leading teams in demanding environments. Results-oriented and disciplined, I combine hands-on execution with strategic oversight to deliver sustainable performance in an international context.

PROFESSIONAL EXPERIENCES

SALES MANAGER

GROUPE PREMIUM MAROC | TOGO

June 2025 – Present

Leading local commercial operations while actively contributing to the structuring and growth of the togolese subsidiary. Full ownership of sales priorities, team leadership and performance management in a developing market context.

- Full P&L and business unit oversight; management of a 10-person commercial and operational team
- Definition and execution of the local sales strategy aligned with group objectives
- Development and securing of key strategic accounts
- Coordination with international suppliers and close monitoring of performance indicators (KPIs)

PRODUCT MANAGER

Various FCMG groups | France & Overseas Territories

Nov. 2022 – May 2025

Managed marketing and commercial projects across multiple markets, combining strategic analysis with operational execution. Strong focus on market intelligence, consumer trends and brand performance.

- Design and rollout of multi-channel sales and marketing strategies (online & offline) across several product ranges
- Budget ownership and KPI tracking (turnover, margins, ROI, rebates) to secure profitability
- Supervision of marketing assistants and coordination with retail teams and external partners
- New product launches, development of POS materials and execution of trade marketing actions

SALES MANAGER

HEINEKEN – DESPERADOS – PASTILLE DES ALPES | France & Overseas Territories

Sept. 2019 – July 2022

Oversaw regional sales operations, combining strong field execution with strategic sales development. Led teams, optimized commercial performance and delivered sustainable revenue growth.

- Management and coaching of a 7-person sales team
- Definition and execution of a local sales and marketing strategies, including Key Accounts
- New product launches and deployment of trade marketing initiatives, POS and sales tools

EDUCATION

INSEEC BUSINESS SCHOOL

Master's Degree – Sales & Marketing Management

IUT SAVOIE MONT-BLANC

International Management & Entrepreneurship

LANGUAGES

French : native
English : business fluent
Spanish : intermediate

CORE SKILLS

Sales & Marketing
Management
International