

# International Partnerships Manager

**Valérie Fontaine**



@ [fontaine.val@gmail.com](mailto:fontaine.val@gmail.com)

☎ +1 438 830 6319

🌐 [valerie-fontaine.com](http://valerie-fontaine.com)

- 7 years experience including 4 in the industry
- Multi-lingual negotiation : French, English, German, Italian, Spanish
- Network animation
- Strong technical sensitivity

**References upon request**

## Main skills :

- ✓ **Team management:** personal support, skills development, group cohesion
- ✓ **Partnership management:** network animation, organization of communication, motivation to sell
- ✓ **Export:** cultural adaptation, opening markets, negotiation, key accounts follow-up

## Work experience

 **itris (2013 - 2017) : Export Director**

*Software vendor, Industrial Automation – Grenoble, France*

### ✓ Strategy and management

- Management of the international team: sales, telesales, marketing officer, assistant
- Definition and implementation of the export strategy; construction of a business plan and creation of useful documents to help with export
- Representative of the export department for the investors, member of the management board
- Collection of technical feedback from users; organizing and leading roadmap meetings
- Introduction of project management processes for technical and sales teams, partners and customers

### ✓ Creation and animation of a distribution network

- Research, qualification and training of new distributors
- Follow up of each distributor : opportunity review, marketing support, sales advice, participation in selected customer meetings (business trip to their country)
- Set up of new follow up processes and sales tools

### ✓ Sales and marketing

- Opening of new markets: Germany, Italy (marketing campaigns, cold calling, exhibition on specialized tradeshows, sales tours, telemarketing supervision, product demonstration in five languages)
- Key account follow up and negotiation of deployments

## ACHIEVEMENTS

- ➔ Signature of 12 representation contracts and set up of a follow up framework for all partners: dedicated web portal, monthly conference calls, opportunity reviews process
- ➔ Opening of 22 customer accounts in nine countries (Ferrero, DÜRR, Magna, IMA, Volkswagen, Porsche, Daimler...)
- ➔ Set up of the Export department: products adaptation to the targeted markets, implementation of processes for technical projects, organization of an international communication and efficient market study

## Work experience

 **atout ménage (2011 – 2012) : Development Manager**

*Personal services company – Grenoble, France*

- ✓ **Co-management of 50 house employees** (recruitment, follow up, customers relationship)
- ✓ **Search for business partners** (concierge services, etc.) & **recruiting partners** (local institutions)
- ✓ **Internal organization interne** : creation and deployment of management methods and tools

### ACHIEVEMENTS

- ➔ Set up of a different organization, change from a one-person to a team management
- ➔ Opening of the job of area manager : recruitment, hire and training of the person

 **exploroasis.com (2009 – 2011) : Marketing & Sales Director**

*Tour operator – Casablanca, Morocco*

- ✓ **Recruitment and training** : designer, marketing officer, sales agent
- ✓ **Marketing Strategy** : definition of the multi channel communication plan (web, fairs, campaigns, agency)
- ✓ **Conception of tourist products** : research and follow up of suppliers, launch of new packages
- ✓ **Indirect Sales** : Prospection of travel agency or event planners as partners
- ✓ **Project Management**: organization of a 200 people seminar, an Education Tour for foreign travel agencies, installation of a representation agency (space organization, process writing and implementation)

### ACHIEVEMENTS

- ➔ Launch of a new tourism agency and set up of a product range
- ➔ Definition of the marketing mix and customer acquisition

## Languages

**French**: mother tongue

**English**: perfectly fluent

**German, Spanish, Italian**: proficient

**Russian** : beginner

**Chinese**: Mandarin spoken

**Arabic**: Moroccan dialectal spoken

## Studies

**Business school diploma - Grenoble School of Management (2010)**

International exchange at the Shanghai Jiao Tong University: international MBA classes, China

**Four years Master degree in Economics and languages - Grenoble Alpes University (2007)**

Double diploma: Economics and Foreign Languages, Grenoble, France

## Associations

- ✓ **CCFD (Comité Catholique contre la Faim & pour le Développement)**: participation to the organization of an international conference on well being for 2018: creation of the [website](#), animation of the organizing partners community
- ✓ **STU (Service des Traducteurs d'Urgence)**: Translation of emergency calls for the firefighters and the police