

International Partnerships Manager

Valerie Fontaine



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- 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** (Feb. 2013 – Dec. 2016) : 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, ritualized opportunity reviews;
- ➔ Opening of 22 customer accounts in nine countries (Ferrero, DÜRR, Magna, IMA, Volkswagen, Porsche, Daimler, Wäertsila...)
- ➔ Set up of the Export department with the adaptation of products to the targeted markets, the implementation of processes for technical projects, the organization of an international communication and an efficient market study.

Work experience

atout ménage (2011 – 2012) : Development Manager

Personal services company – Meylan, Isere, 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: Full working proficiency, fluent

German: Full working proficiency

Italian: Full working proficiency

Spanish: Full working proficiency

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** : participation to the organization of an international conference on well being in 2018, in Grenoble: creation of a website, research and animation of organizing partners
- ✓ **APARDAP:** Welcome and help of migrants
- ✓ **STU:** Translation of emergency calls for the firemen and the police