

NICOLE VAN DEN ASSEM-LAFRASSE

Married - 3 children - Dutch nationality and in France since 69.

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& PROFESSIONAL EXPERIENCE

10/2007: started **emerod** (=emerald) which core business is the assistance to foreign companies in their export developments in France

- Marketing activities: market surveys, documents and concepts for sales purposes, website visioning, media planning,...
- Sales activities (distributors, import companies, complementary manufacturers,...) in B to C and B to B markets
- Part time export manager when external growth opportunities

2005-2007 :

LA COURONNE (TOMPLA group)- Leading European manufacturer in graphic sector

F *Export Director Northern Europe*

- Implementation of commercial policy for Benelux and UK
- In charge of European key accounts (Lyreco, Staples, Corporate Express, Spicers,...)

2003-2005

ACCO (FORTUNE BRANDS) – Worldwide manufacturer of computer accessories, office supplies and audiovisual equipment

F *Marketing Senior Manager- Stapling and Punches*

F *Product specifier for top 200 companies' buyers*

- *Result: 350 contacts in 127 companies and various sales leads*

1995 - 1999

GUILBERT (OFFICE DEPOT) – Leading European contract stationer in the field of office supplies, computer devices and furniture

F *European key accounts Department Director at Headquarter in France*

- In charge of the negotiations and coordination in various countries
- *Results : 13 agreements fulfilled with companies as Dow Chemicals ,Unisys, Marks&Spencers...). Turnover: 7ME. New business : 3ME.*

1994 -1995 :

F *Key accounts sales Director- Belgium*

- Start of this new activity in Belgium and supervision of three salesmen
- *Results: 0,5ME. New business: CEE, Alcatel, Glaverbel...*

1990 - 1995 :

F *Key Account Manager*

- Sales activities and supervision of six assistants
- Results: 3ME

1988-1990

MOULINEX (SEB)- International manufacturer in household appliances

F *Assistant Division Manager- International marketing Department- Cooking product Line*

- 1989 : Moulinex Gmbh - Germany
- Juin /septembre 1989 : Moulinex Austria

& EDUCATION

1988 : International MBA (USA, Asia) by Institut Supérieur de Gestion (I.S.G)

1986 : Master in Psychology, with Honours

1987–1988: **Assigned Missions during post graduation**

F BOSTON (USA): Convincing High Tech companies to settle in The Netherlands

F NEW YORK (USA): Market survey for French company in clothing industry

F TOKYO (Japan): Analysis on major differences between European and Asian management style

& **LANGUAGES**

Dutch, French: bilingual

Italian: working knowledge

English: fluent

Japanese, German: notions

& **TRAINERSHIP**

2004: English (perfection level) at CERAN (Belgium)

“Speaking to an audience by theatre means

& **COMPUTERABILITIES/MISCANCELLOUS**

Excel, Word, Powerpoint. Outlook

Created my own website

Organisation of musical events (in 2004: 300 visitors)

Vice-Chairwoman during post graduation

Involved in the business of my parents when I was 14.