

NICOLE LAFRASSE - VAN DEN ASSEM
Business Development Manager France and Export

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Dutch

IFEW (International Female Entrepreneurial workshop) Advancia, France
International MBA (USA, China, Japan, Korea) Institut Supérieur de Gestion, France
Master in Psychology, with Honors.
University of Human Sciences, Nice

Languages: Native Dutch, fluent in French & English.
Working knowledge of Italian and German

Key competencies:

- Expertise in starting and developing business units,
- Initiating and driving Sales and Marketing strategy, alone and with my team
- Leadership and Management of multicultural teams
- Setting up, negotiating, developing and coordinating B2B, B2C (quoted companies) networks, FMCG, Internet actors, in international environments at top level
- Following and reacting rapidly to market changes
- Business and results oriented
- Supervising the communication
- Entrepreneurial, pioneering, positive and solutions oriented attitude

Professional experience:

Since 2007: **Business and Branch Developer** as **Owner and Managing Director** of **EMEROD:**

Since 2011: **Senior european key account - European Office Supplies, FMCG, export UNIROSS/Eveready Industries India:** *mobile energie manufacturer* (rechargeable batteries, cells and lightning)

In charge of development of Local&European buying groups : AMS, Coopernic, EMC, Metro

Results :

- Initiated new tenders for batteries under private label (25M€, 18M€)
- Conduced and coordinated the "deportation" of the stock to the distributor EMC
- Follow-up of the complete private label process

Since 2009 :**French Business Unit Developer**

CHAT D'OR : *e-commerce Jewellery. New turnover in 2010: +800€*

Results:

- ^ Initiated and developed agreements with key manufacturers (Pandora, Chaumet, Thomas Sabo) and was in charge of daily running of the e-commerce website
- ^ Management of 8 people and partnership at CEO level
- ^ Managed the contents of the web shop
- ^ Coordinate procedures with external suppliers (negotiated the logistics, found the warehouse, the process with CNIL authority,..) in order to start the e-commerce shop

2008-2009: **Branch developer**

HOMEENERGY: *Sustainable Energies. New turnover in 2009: +900€*

Responsible for the build-up of the French subsidiary

Results:

- ^ After realizing a market survey, initiated the strategic plan with the CEO's agreement

- ⤴ Got the French certification after working with technical staff in The Netherlands on French technical adaptations
- ⤴ Set-up and supervised the distributor's network, negotiating their main annual objectives and started the business
- ⤴ Led directly the key accounts for Paris region (CEOs, Finance, Technical Directors)
- ⤴ Found the trainer and coordinated training sessions for distributors
- ⤴ Active lobbying with various organizations (SER, ADEME,..) and networks

2007-2008: French Business Unit developer

ENVELOPRINT: *Creative Leisure manufacturer.* New turnover 2008: +400k€

2005-2007 : Northern Regions Export Manager. Turnover of BU: 1,1M€

LA COURONNE/TOMPLA Group- *Turnover: 9M€. Spanish manufacturer in Graphics Industry*

- Definition of the sales policy for Benelux
- Audit and reorganisation of the Belgian entity
- Management of 3 assistants
- In charge of European Key Distributors (Lyreco, Staples, Spicers,..)

2003-2005: Marketing Manager. Turnover of BU: 3M€ and 350 contacts initiated in 127 companies.

ACCO/FORTUNE BRANDS Group - *Turnover: 50M€. US manufacturer of computer accessories, office supplies and audiovisual equipments.*

- Set-up and management of the department.
- Responsible for the stapling and hole-punchers product line in relation with English subsidiary
- Management of 3 assistants

1990-2003: European Key Accounts Director. Turnover of BU: 7M€

GUILBERT/OFFICE DEPOT – *Turnover: 400M€ OFFICE DEPOT – Leading European contract stationer in the field of office supplies, computer devices and furniture.*

- Started the section with the responsibility to develop the sales and the tools, train the multicultural staff (8 people) and develop the services offer

1988-1990: Assistant to the International Marketing Director.

MOULINEX- *Turnover: 2,6Md€ International manufacturer of household appliances*
6 month tenure in both German and Austrian subsidiaries

POSITIONS OF RESPONSIBILITY & OTHER INTERESTS

Vice-President of my class at Institut Supérieur de Gestion

Initiated an international network in Germany, Dubaï and The Netherlands

Set-up and managed an export mission with a Dutch partner and GL events

Initiated and coordinated a business event for the Club Affaires Paris Amsterdam (2010)

Enjoy travels, nature and water sports

PUBLICATIONS

1986: "Is the child of 2 years old ready from a psychological point of view to enter a social structure like school?"

1988: "Main management differences between Japan and Europ"

SPEAKER

2009 & 2008: "Opportunities and threats of doing business in France" for Mazars and the Business International Center, The Netherlands

March 2011:" French and international retail" and " the private label industry in France"

ABN Amro, Chamber of Commerce