

<p>Mission</p>	<p>MARKETING AND SALES DIRECTOR France</p>
<p>Duration of the mission</p>	<p>18month</p>
<p>Company profile</p>	<p>Manufacturer of wind turbines, distributor of solar panels and pellets heaters</p>
<p>Main problems</p>	<p>The company wants to start and develop its activities on the French market and initiate exclusive partnerships with wholesalers</p>
<p>What the company is waiting for?</p>	<p>A devoted business&action plan with an adapted strategy for the French Subsidiary. Initiation, development and management of the network of distributors in order to start the sales</p>
<p>Diagnosis</p>	<p>Necessity to get French certifications, Technical tools needed adaptation to cope with French constraints. Pricing strategy needed to be completely reviewed in order to stick to the various levels of buyers. Distributors network needed to be started-up and structured with a dynamic follow-up</p>
<p>Actions that were conducted</p>	<ul style="list-style-type: none"> ➤ Set the necessary steps to get French certifications ➤ Active lobbying (state entities, associations, ERDF,..) ➤ In deep marketing work to build the French professional offer ➤ Initiation, negotiations and management of an entire network of wholesalers all over France ➤ Creation of trainer courses and traineeship for their certification of the wholesalers ➤ Start of a technical platform for the after sales ➤ Continuous communication with the Dutch headquarters and the technicians ➤ Management and development of the French subsidiary
<p>Main results</p>	<ul style="list-style-type: none"> ➤ Start and consolidation of the subsidiary in order to create added turnover ➤ ➤
<p>Mission fulfilled by :</p>	<p>Nicole LAFRASSE-van den Assem, owner and founder of Emerod</p> <p>Interim Business Developer/ Subsidiary Director France and Europe <i>Master of psychology-MBA ISG (Paris, New York, Beijing, Tokyo)- Fluent in French, English, Dutch</i></p> <ul style="list-style-type: none"> ➤ International Marketing-Moulinex, Key accounts Manager, Director of the Key accounts Belgium and Director of the International accounts at Office Depot. ➤ Punching and Stapling Marketing Manager-Acco (Fortune Brands), Export Director -La Couronne (Tompla) ➤ Since 2007 lead various missions as Interim Manager for foreign and French companies in various fields (Construction, Paper, Energy, packaging, Jewelry) ➤