



**International Top Executives recruitment service  
from interim assignment to permanent placement**

## **Success Story**

Profile VP/Sales & Marketing  
Manager CEO Europe Id # : 7843

It is rare among all responsibilities I managed and targets I had to achieve to find a success story nice enough to be share with everybody.

But I got one that I managed in around 1 full year for Gemplus (world wide leader in smart cards business) that enable me to set up and deploy ALL management strategies available to launch and tackle very quickly new markets and to reorganize the company internally..

In 2000, I joined Gemplus as VP Strategy et Marketing.  
My objective was to launch a new division at world wide level then to achieve 80M€ revenue.

So after an initial :

Market business review (sales forecasting)  
a products road maps survey  
and sales and marketing forces interviews  
==> My feeling was that we should achieve approximatively 25M€ (what it was far from my target)

- 1/ I thus decided to develop firstly a direct sales strategy (after specific sales forces training to consider long term strategies)
- 2/ I developed an indirect sales practice, by signing strong strategical and technological partnerships
- 3/ I proposed to acquire (merging) a company that was developing a 'software' that was missing in our platform
- 4/ I set up a process to certify our resellers and then increase the value of their proposals and their level of competency
- 5/ I built a cross division team 'consulting and services' that boost our sales and bring Value again in the field. (This team sold for 16M€ additional revenue.)
- 6/ I did 'coaching' with my UK and Asia Teams for increasng their efficiency, reactivity, flexibility, accountability and thus increase their results.

All these actions and decisions push our business over the targets and we achieved quietly 83M€,

We have had a very passionated year, facing many problems, with many internal and external meeting and customer visits but overall full in term of satisfaction for every body.

I have been really proud for what we accomplished with my teams, my management and our partners.

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