





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

## **Success Story**

Profile CEO  
Manager CEO Europe Id # : 9083

Knowing that it was not the BIGGEST who ate the SMALLEST but the FASTEST who ate the SLOWEST, I improved flexibility, reactivity and productivity by putting in place suitable IT and IS materials.

- We migrated IS from proprietary platform onto Sun system
- We invested in network, PCs, workstations, software and training
- We put in place an Intranet where what had been decided was written, implemented and communicated. Based on the fact that people better act when they were better aware of what was happening, the intranet contained everything everyone needs to know. There was no hidden information.
- We implemented management tools and operations reviews which helped us to better monitor, measure and decide (financial forecasts, B-GAP (Business Grow Action Plan), executive reports)

In term of organisation, I preferred to stay lean but mean. I got employees focus on what they do the best and work in team with each other in order to make the growth of the business happen. Our credo was : Focus, Teamwork and Growth :

- General Management: we displayed and communicated company vision, mission, values and credo and we developed a "profitability of the company" awareness, a wining mindset and finally, a RISE spirit (sense of Responsibility and Integrity, ability to do things out of Solidarity with customer, employees and investors, cultivate the sense of Excellence)
- Marketing: we developed marketing brochures, flyers and sales materials we communicated through the press (technical articles, press released, advertisements) and to customers and business partners (newsletters)
- Sales: we hired new sales manager and sales engineers and we industrialized the company offers a new organisation we created "On Line Services" (telesales)
- Technique: we put in place matrix organisation (product x line-of-business) in the delivery and strengthened competency by investing in training and in technical competency certifications
- Employee satisfaction management: we put in place performance reviews, we communicated through kick-off events, intranet and billboards, we recognised and we rewarded performances through programs such as Top POM (performer of the month), stock options and bonus
- Customer satisfaction management: we measured satisfaction, we identified shortfalls, we set up actions plans, we promoted customers' web and we encouraged customers to give feed-backs via dedicated hotline and email.

The results of the actions plan that we put in place and which were negotiated, understood and accepted by everyone were huge :

- We satisfied customers, employees and shareholders
- Our revenues, our margins and our cash-flow increased,
- We spent right, low enough to be highly profitable
- We succeeded to establish a firm market presence and develop a prestigious client base
- The last but not the least : The owner of the company positioned the company for sale and obtained highest return on investments

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