



Hubert Plouchart

Management Expert / Sales Leader / Industrial Environment

Sales

Management

Marketing

Strategy

Business Intelligence

in

48 years old - Driving License

✉ hubert@plouchart.eu

☎ +33 7 87 08 14 18

📍 38 chaussée Sainte Anne
51220 Saint Thierry
France

After almost 25 years spent in sales, mainly in the automotive market, I have decided to complete my initial scholarship with a Master's degree in Sales & Marketing at the ESSEC Executive Education (Paris La Défense / Cergy) in 2014.

I am somebody with a **background in automotive and tire businesses**. I am skilled in working as in a small family business as in multinational global companies.

My friends and colleagues would describe me as somebody **loyal and hard-working**, experienced in Men management and really passionate by customers.

I have been forging a **strong network in tire business in France and Europe**. Different aspects of manufacturing and distribution, including digital that has steadily grown last 15 years, have no longer secrets for me.

Fully fluent in English, *I can handle long-lasting and complex sales processes with European manufacturers* as well as dealing with automotive spare parts aftermarket networks.

Working experience

Sales Manager

Genan A/S - Since February 2022 - Denmark



- ▶ Member of the Group Extended Management Team
- ▶ World leader in mechanical recycling of End-Of-Life tires
- ▶ Hunting and farming sales on the given region (France, Benelux, Switzerland, Poland and North Africa)
- ▶ Set-up the sales strategy and execute it on the field to deliver sales at target levels
- ▶ **Owner of commercial relationship with tire Manufacturers (tier 1 et tier 2) for a fully circular economy in ELT rubber reuse**
- ▶ Pyrolysis industry expert and referent
- ▶ **Salesforce CRM implementation project leader and system Administrator**
- ▶ Support Group CCO in some interim sales and people management
- ▶ In charge of regulation coordination (Recycling Europe / AFNOR)

Segment Director "Utility & Groundcare"

Kenda Europe - May 2018 to February 2022 - Denmark



- ▶ Part of the European "Leadership Team" of Kenda Europe
- ▶ Management: 3 directs & 2 indirects
- ▶ Key Accounts acquisition and growth throughout Europe (Husqvarna, Bobcat, Avant Tecno, Polaris, JCB, ...)
- ▶ **CRM Leader (MS Dynamics)**
- ▶ 5 years plan set-up and execution. Accountable in front of Management Team and Owner (Kenda Tires)
- ▶ **Both P&L accountable for France for around 5M€ and "Utility & Groundcare" segment for around 30 M€**

Director of Sales EMEA / Leadership Team

The Carlstar Group - November 2014 to April 2018 - Hungary



- ▶ The Carlstar Group is the industry leader of specialty tires manufacturing head-quartered in USA
- ▶ Brands: Carlisle®, Ultimax®, ITP®, Cragar®, Black Rock® and Unique®
- ▶ **Budget responsible for all EMEA (\$30 M+) over 37 active countries**
- ▶ Management: 14 FTE's. 6 Sales Managers in 4 countries (UK - Germany - Netherlands - Russia), 6 Customer Service agents and their Manager and the European Marketing Manager
- ▶ Decision maker on Marketing (fairs, digital marketing, distribution channels, ...)
- ▶ **Accountable for all EMEA pricing and margins**
- ▶ **CRM launch on MS Dynamics for Europe**
- ▶ **Achievements: Growth of 14% in 2016 (market down by 15%) and 33% in 2017**

Education

Executive Master

ESSEC Executive Education

November 2011 to June 2013

Sales & Marketing

Thesis: "Which communication strategy for a niche market amongst an industrial sector? Case of the French 4x4 tire market."

Graduated with first class honours

Two-year technical degree in General Management

LYCEE PROFESSIONNEL CHARLES CARNUS

September 1997 to June 1999

Skills

Management / Coordination

- ▶ Determining accurate sales targets ★★★★★
- ▶ **Achievements analysis** ★★★★★
- ▶ Team support on the field ★★★★★
- ▶ *Annual reviews management* ★★★★★☆
- ▶ Internal services coordination ★★★★★☆
- ▶ Cross-functional Team Leadership ★★★★★
- ▶ **Management Team Member** ★★★★★
- ▶ Head of Service ★★★★★☆
- ▶ **Ability to travel (EU and Global)** ★★★★★
- ▶ P&L analysis ★★★★★☆

Sales & Strategy

- ▶ **Budget Management** ★★★★★
- ▶ Marketing Strategy ★★★★★☆
- ▶ Sales strategy ★★★★★
- ▶ Answers to tenders ★★★★★☆
- ▶ **Key Account Management** ★★★★★
- ▶ Hunting and Farming sales ★★★★★☆
- ▶ **European footprint** ★★★★★
- ▶ CRM & BI specialist ★★★★★

Sales & Marketing Director / Management Team

Cooper Tire & Rubber Company - May 2012 to November 2014 - France



- ▶ Ranked as 13th Global PCR and TBR tire manufacturer
- ▶ Management: 9 FTE's. Sales Team on the road, Customer Service Team and a Marketing Assistant
- ▶ Key Account Management (retail networks, tire wholesalers, second-hand car refurbishers)
- ▶ Marketing strategy of the French subsidiary of Cooper Tire
- ▶ Brands: Cooper - Avon - Mentor - Marastar
- ▶ French CRM project + launch on vTiger
- ▶ Representing France at periodic Group Strategic Sales Committees
- ▶ Participating to all European marketing events
- ▶ Budget : 16 M€

Head of French Sales

Speedy France - September 2009 to May 2012 - France



- ▶ Speedy is a car maintenance and glass replacement network (around 550 outlets)
- ▶ Member of Operational Committee of Speedy Group
- ▶ All sales and marketing strategy for the glass replacement department
- ▶ Key-Account management with insurance companies
- ▶ Cross functional management with 60 people directly involved in operations and animation of 1,800 people in Speedy outlets
- ▶ Budget: 7 M€

Key Account Manager

ALD Automotive - Groupe Société Générale (DSFS) - April 2007 to September 2009 - France



- ▶ ALD Automotive offers fleet management and long-term vehicle leasing solutions to companies in 43 countries.
- ▶ European leading company specialized in long term car leasing
- ▶ Key Account management (fleets above 500 cars) with 5 sales representatives
- ▶ Tender management for companies belonging to bigger level of French SEM (CAC40)
- ▶ Achievement 2008: Growth by 13% (Long-term leasing market down by 5,1%)
- ▶ Portfolio: 30 M€

Key Account Manager

Athlon Car Lease - Groupe RABOBANK - January 2006 to March 2007 - France



- ▶ Athlon Europe is one of the leading players in the field of Operational Car Leasing (OCL) in Europe.
- ▶ Key Account Management & Implementation of European deals in France
- ▶ Management: 1 FTE
- ▶ Portfolio: 8.5 M€

Large fleets Key Account Manager

Carglass SAS - September 2001 to January 2006 - France



- ▶ Carglass® is the leading vehicle glass repair and replacement company
- ▶ In charge of developing business with large companies who have more than 800 cars in their fleet. 70% hunting and 30% farming
- ▶ from 01/2005: Large fleets KAM in charge of long-term leasers and big insurance brokers (Marsh Gras & Savoye, ...).
- ▶ Portfolio: 10 M€

Military Service, Sergeant

402e Régiment d'Artillerie - October 2000 to May 2001 - France



Sales Representative

Fidelem SA - October 1997 to October 2000 - Apprenticeship



Spoken languages

- ▶ French: mother tongue ★★★★★
- ▶ English (fluent) ★★★★★
- ▶ German ★★☆☆☆
- ▶ Spanish ★★☆☆☆

IT skills

- ▶ Office expert ★★★★★
- ▶ CRM's (Dynamics - Salesforce - vTiger) ★★★★★
- ▶ AI and agents ★★★★★
- ▶ BI tools (Excel - Power BI - Qlik - Tableau) ★★★★★☆
- ▶ Mac OS ★★★★★
- ▶ FileMaker ★★☆☆☆
- ▶ Lightroom ★★★★★
- ▶ Photoshop ★★☆☆☆
- ▶ Wordpress ★★★★★
- ▶ WooCommerce ★★★★★

Soft Skills

- ▶ Communication ★★★★★
- ▶ Team Work ★★★★★
- ▶ Initiative ★★★★★
- ▶ Growth mindset ★★★★★
- ▶ Organization ★★★★★
- ▶ Adaptability ★★★★★☆
- ▶ Autonomy ★★★★★
- ▶ Emotional intelligence ★★★★★
- ▶ Work Ethic ★★★★★

Interests

Music

- ▶ Piano
- ▶ Guitar
- ▶ Drums
- ▶ Recreational photographer
- ▶ 3 axis ultra light plane pilot

Going out

- ▶ Cinema
- ▶ Live music

NGO

Volunteer firefighter during 7 years in Bozouls (Aveyron)

Sports

- ▶ Badminton
- ▶ Golf
- ▶ Tennis
- ▶ Squash
- ▶ Rugby