

**Lionel LOCOLAS**

Laddarom Village – Vatcharapol  
111/163 , Soi 3/2, Moo 3,  
Khongtanon, Saimai district  
Bangkok-10220, THAILAND  
[Locolas.lionel@gmail.com](mailto:Locolas.lionel@gmail.com)  
Tel: +66 802 266 054

**CURRICULUM VITAE**

Several years experience in Managerial functions in Sales and Business Development. Proven results in Sales, teams Management, in Logistics and in creation, organization and development of new business, Self-motivated, passionate and available, I could be your Value Added.

**Core Competencies:**

- Good presentation skills
- Sales & Negotiations
- Budget & Cost Controls
- Customers oriented
- Team Building/supervision/Training
- Competitive Market Analysis
- Customer Management
- Result Oriented

**Expected Salary:** Negotiable

**Professional Experiences****Since January 2011: Sales Manager Thailand**

Company name: ***InS Thai Ltd.***

InS Thai Ltd. Is a private Laboratory of R&D focused in Contact Mechanics, specialized in Tribology, Chemistry and Sciences of Materials, located in Bangkok.

**Missions:**

- Identify and attracting new business opportunities,
- New target markets and customers by analysis business needs,
- Follow up Sales activity, targets and sales objectives,
- Market analysis and reporting,
- Develop relationships with local partners and customers,
- Develop and implement strategic and sales plans for new services and products,
- Develop business, prospection...

**Online Sales 2010: Freelancer**

Purchasing goods in China and Thailand and selling in Europe: Modern trade, Sales Online (Website).

**Project & Sales Manager 2008-2009:** Leroy Merlin Company, Leader of DIY Retail in France and present in 12 countries. ([www.leroymerlin.com](http://www.leroymerlin.com))

Created, started-up and developed of new business retail line: Project New Construction and Renovation.

- Business Sales Plan according company strategy,
- Leded, motivated and coached sales teams (40 sellers),
- Created Marketing to promote business (Sales tools),
- Established efficient internal procedures and training all concerned sectors,
- Operating Account Management, Profits and Loss,
- Forecasts and Budgets

- Customers Loyalty and needs assessment to improve markets
- Recruited 50 qualified artisan-partners (negotiated contracts and rates)...

**Achievements:**

- ⇒ Increased Sales volumes by 33 % in 2009 (3 M€),
- ⇒ Managed service and quality on 1000 project sites in 2009 in several provinces.

**Business Development & Logistics Manager 1998-2007:** Leroy Merlin Company.

New market called "*Withdrawal Goods Service & After Sales*", including Home delivery, Car and Equipments rental.

- Managed portfolio of customers orders over 4.5M€
- Managed different kind of teams (logistics, Sales, Technicians),
- Purchased stocks and Managed Distribution with different sales points,
- Negotiated rates and contracts with sub-contractor partners,
- Monitored and controlled repairing centres and delivery companies
- Enterprise Resource Planning (ERP)
- Forecasts and budgets (staffs, equipments, sites),
- Customers satisfactions
- Competitors and market analysis

**Achievements:**

- ⇒ Improve company profitability from 500 K€ in 1998 to 1.5M€ in 1998 by the value of new market exploration each quarter,
- ⇒ Improve customers' satisfaction (reducing waiting time to withdrawal their orders and creating bases to identify big customer orders to propose a preferred treatment),
- ⇒ Reduced industrial accidents with logistics teams by training and safety precautions...

**Education Background and Training**

- Bachelors Degree in University of Economic Sciences in Aix en Provence (France),
- Baccalaureate in Management and Marketing,
- Management training for marketing, Strategy and Commerce by Leroy Merlin Group,
- Different training in Management teams, customers and personal, provided by the Consultant Agency Chronos-Paris over the years.

**Complementary Skills**

- Highly self-motivated and Result oriented,
- Customers oriented, service minded,
- Loyalty, flexible and reliable,
- Strong leadership and good negotiation skills,
- Good interpersonal and communication skills,
- Pro-active, innovative,
- Able to work under pressure, open minded,
- Excellent computer skills (MsOffice, Windows and Mac, ERP),
- Native French speaker, proficient speaking, reading and writing in English,
- Learning Thai language, Italian bases,
- Able to travel up-country or aboard.