



Christophe Decoster

Commercial Manager

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Languages

Dutch B2

English B2

Software Skills:

CRM, ERP, Suite Office

Education

1989 - 1981 : Droit

1988 - 1989 : CESS- Sciences Economiques, Mathématiques, Droit

Skills

Skills

Core Strengths

- People Management
- Adaptability
- Strategic Thinking
- Results Driven

Interpersonal Skills

- Empathy - Assertiveness
- Hard on facts, soft on people
- No-Nonsense

Work Style & Approach

- Hands-On
- Pragmatic
- Analytical
- **Specific Skills**
- Digital Marketing
- Negotiation
- (Qi, Qe, Qs, QA)

Personal Attributes

- Self-Reliant
- Esprit Critique

Interests

Culture

Cinema, Music, Art

Sport

Walking/ Hiking, Byking, Indiaca, Volley

Social Network

in

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Experienced and trained Sales Manager with a proven track record in various sectors (retail, industry, services). I have a strong expertise in team management, business development and customer relationship management. I am able to lead, motivate and unite teams to achieve ambitious goals. Results-oriented, I have a strong ability to identify and seize new opportunities. After a period of leave, I am highly motivated and eager to put my skills and energy at the service of a new company.

Expériences

Advanced Sales Management Course

10/2024 - 02/2025 Forem Business Gosselies, HT, Belgium

- **Management:** Team management, leadership, motivation, situational management.
- **Sales & Marketing:** Business development, strategy, sales techniques, customer relationship management, digital marketing, social media.
- **Management & Organization:** Project management, meeting organization, quality management, Lean.
- **Tools:** Excel, ERP, CRM.

Leave of absence

2013 - 2024 Heath Issue

I took some time off to address a health issue, but I'm happy to report that I'm back and better than ever!

Sales Roles

2008 - 2012 Fonction / Entreprise Belgium

- Sales Manager (Phone Régie)
- Commercial Director (Induscabel)
- Store Director (Nature & Découvertes)

Sales Manager & Sales Support Manager

05/1999 - 05/2007

Nespresso Professional Bruxelles-Capitale, Brussels-Capital Region, Belgium

Responsibilities:

- Lead, coach, and motivate a high-performing team of Account Managers and Key Account Managers to exceed sales targets.
- Achieve annual revenue and profitability goals by driving sales growth and overseeing budget utilization for OOH clients.
- Identify and implement new opportunities to expand the customer base and increase customer lifetime value.
- Implement and contribute to the development of the OOH strategy in Belgium and Luxembourg.
- Effectively manage a diverse team of sales professionals and support staff.

Key Achievements:

- Conducted in-depth analysis of customer data and developed innovative analytical tools.
- Improved the reliability and accuracy of sales statistics.
- Managed reporting to the Zone Manager Europe for one year during the absence of the BeLux Director.
- Unified and motivated teams during a period of transition and leadership change.
- Implemented new management and reporting tools to streamline processes and enhance efficiency.

Store Management & B2C Business Development Team

1991 - 1998 Fonction / Entreprise Belgium

- VandenBorre (Sales)
- Ladbrokes (Management & Development)
- AXA (B2C Business Development Team)

