

## Thierry VANDAËLE

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Localization : France

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Geographical Mobility: France & Europe

### Sales Director France & Central Europe

With more than 20 years international experience in B2B within Food, Cosmetic, Pharmaceutical, Aerospace markets, I thrive on building strong brands in competitive markets. Making a difference and having a true impact on business is what motivates me.

From my experience in FMCG, in combination with SAAS, dealing with global players, I know how to turn insights into growth, learning on a rigorous and structured analysis of consumer insights and business data. That enables consistency in consumer experience and brings long term vision to the company.

As both creative thinker and determined maker, I am an enthusiast leader. I adapt my management to individualities and encourage autonomy, teamwork and collaboration both internally and externally.

#### SKILLS

Strategic Agility, Learning on the Fly, Autonomy, Customer Focus, Building and Developing teams, Drive for Results, Action Oriented, Decision Quality, Innovation Management, Interpersonal Savvy.

#### EXPÉRIENCE

##### **From March 2022 - Consultant & Sales Director France and Central Europe for TIVE inc**

TIVE is a SAAS, specialized in Supply Chain solutions, using a mix between IOT, IA and Visibility Platform. For Pharma, Healthcare, Aerospace, Perishable, Added Value products and 3PL.

**Mission:** Create the French brand, fix the strategy from short to middle terms, hunt opportunities, built the brand awareness and create a network. Additionally, Central Europe moved in my portfolio.  
Reporting

##### **From 2015 – Feb 2022 Key Account Manager Europe & Turkey – CHEP**

CHEP is a global leader in managed, returnable and reusable packaging solutions in sectors such as consumer goods, fresh produce, beverage and automotive.

**Mission** within container division– Management and implementation of company strategy, with a transversal role involving the European sales team, finance, customer services, operations. Negotiation of European and national contracts

Portfolio based on 12 Key Accounts ( Procter et Gamble, Unilever, Kraft Heinz, Coca Cola, Henkel, Lactalis, Johnson et Johnson, L'Oréal, Nestlé, Mondelez, Mars, Danone)

- **Results:** Between 2015 and 2021, turnover multiplied by 2.3, the share of key accounts increased from 9% to 24% of total turnover, service performance increased by 28%. By implementing a management of large accounts (decisional matrix, selections, priorities), setting up a commercial strategy based on product and service innovation, training teams, implementing a CRM -Salesforce, integration of the key accounts culture with the sales, back office and front office teams, implementation of performance indicators (KPI) and internal and external reporting, implementation of an activity mapping key accounts, to capture upstream and downstream flows, by strengthening the advocacy role of our customers

#### **2014 – 2015      New Market Development Manager EMEA – CHEP**

**Mission** within container division– From acquisition of Pallectron division by CHEP in 2013, my role was to find and develop some quick wins opportunities within EMEA region.

- **Results :** Creation of a key accounts division, Development of the fruit concentrates market which will reach 10% of the division's total turnover, Implementation of a new service offer with a "single price" service.

#### **2008 – 2013      Sales Manager South Europe – CEVA Logistics and CHEP ( purchase of Pallectron division**

**In Dec 2012)**

**Mission** within container division – Integration and commercial development of Spain, Portugal and Greece within Southern Europe region, in addition to France and Italy. Recruitment of a new sales team, implementation of customer service and operations.

- **Results :** Turnover multiplied by 2 within 5 years and South European region became first region in Europe

#### **2006 – 2008      Sales Manager France & Italy – CEVA logistics**

**Mission** within container division – integration and commercial development of Italy with France. Recruitment of a new sales team, implementation of customer service and operations. Consolidation of the French team to maintain growth.

#### **2003 – 2006      Sales Manager France – TNT Logistics and CEVA Logistics ( From purchase of logistic brand in 2006)**

**Mission** within container division - Implementation and development of the Pallectron structure in France. By recruiting a sales team and implement customer service and operations.

- **Results:** Turnover increased from 800 K€ to 7 M€/year in 3 years.

#### **1998 – 2003      Sales Engineer France & Benelux – ROMACO GmbH**

ROMACO Group is a leading European global manufacturer of packing and process technology for Cosmetic and Pharmaceutical industry.

**Mission** within packaging division - Prospecting, customer-factory interface, drafting of offers, customer support during machine receptions ( FAT) in the factory (It, De, Ch) and production start-up.

**1991 – 1997    Development Manager France, Benelux & Switzerland – THERMOSCIENCE Médical**

Mission – Development and sale of spine analysis devices, in rehabilitation centers and hospitals

**1988 – 1990    Business Development Manager for Medical portfolio – LCL Bank**

## **EDUCATION**

**1997-1998 - Master 2 in Marketing – IAE of Caen**

## **Training**

- **2022-** Meddpicc
- **2021** - LAMP (Large Account Management Process) & Strategic Selling Module – Korn Ferry
- **2017** - Gold Sheet Module for Key Accounts = Miller Heiman
- **2015** - Strategic Selling = Miller Heiman

## **LANGUAGES**

English -Business fluent

French - Native

Spanish – Good understanding

Italian – Understanding

## **SOFTWARE**

Microsoft Office : Excel, Word, PowerPoint, Outlook, Teams

ERP : SAP

CRM : Salesforce

## **HOBBIES**

Mountain Bike

Sailing

Travels