



# Matthieu Menecier

Business Development Manager

## CONTACT

📍 MARSEILLE

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## INTRODUCTION

International business development manager with 10 year of experience in the energy sector in Middle-East, Africa and Asia regions, I'm looking forward to opening and developing new markets for a safety or green-oriented solution.

## RELATED SKILLS

- Negotiation in technical environment	● ● ● ●
- Effective communication skills	● ● ● ●
- English	● ● ● ●
- Spanish	● ● ● ●
- SAP Business One / Hubspot	● ● ● ●

## EDUCATION

**Université Pierre et Marie Curie - Grenoble**  
Master's Degree | Graduated June 2012  
Masters in Sports & Tourism Economy

**Université de Bourgogne - Dijon**  
Master's Degree | Graduated May 2006  
Masters Degree in Foreign Language and Business Studies

## LAST EXPERIENCE

### BUSINESS DEVELOPMENT AREA MANAGER

SERGI TP | Since September 2013

- Elaboration of a business strategy for Northern Africa / Eastern Africa / Middle-East / South-East Asia / Oceania regions.
- Sales development in a highly competitive environment.
- Integration of the company product into client's technical specifications.
- Management & Animation of a local partners' network.
- Participation to international conferences & fairs as speaker and/or exhibitor.
- Elaboration of bids for international tenders and sales proposals on high value opportunities.
- Direct reporting to CEO

### ACHIEVEMENTS

- Sales increase from €400k in 2015 to €3,1M in 2019
- Opening of new markets with major utilities and industries such as LYDEC and OCP (Morocco), KOMIPO (South Korea), TRANSCO (UAE), UETCL (Uganda), GECOL (Libya), SAUDI ARAMCO (KSA)

## PREVIOUS EXPERIENCES

### MARKETING COORDINATOR

SERGI TP | February 2010 - September 2013

- Identification of new trends in the electricity market / prospection of new end-users and prescriptors
- Management of the communication means (brochures, leaflets, banners, exhibitions...)
- ROI analysis.

### EXPORT SALES ASSISTANT

Securité, Protection & Logistique | May 2006 - February 2010

- Prospection and order management in Europe (UK + BeNeLux)
- Interface with the group subsidiaries in Europe (England, Spain, Germany, Poland)
- Export turnover increased by 50% in 4 years

### PROJECT MANAGER

ASK Group - UK | February 2005 - December 2005

- Teleprospection in French-speaking countries
- Project management in translation industry (price negotiation, supplier selection, proofreading, delivery in timely manner).
- Successfully opened new markets in France, Belgium, Switzerland.