

- ☑ Car, van, truck & bus, repairs & maintenance
- ☑ Agricultural & industrial machines, public works
- ☑ Crane, handling, machine tools
- ☑ Automotive supplier, spare parts (IAM & OEM)
- ☑ Industrial & marine engine, railways equipment
- ☑ Profit centres and business unit management
- ☑ Strategy, business & marketing policy, margins
- ☑ Network sales development, B to B, export, leasing & buy back
- ☑ Workflow & ERP implementation, team management, training,
- ☑ Human resources, organisation, norms & best practices

- ◆ **Languages:** **French** mother tongue **English fluent**, **German medium fluent**, **Spanish medium fluent**, **Russian beginner**
  - ◆ **Informatics:** Office 2003 2007, Adobe acrobat, Outlook, Open office, Lotus Notes, intranet & internet, ERP: **SAP** (modules **CRM & R/3**).

## Expérience

### **Heavy trucks dealer, repair and maintenance**

#### ◆ **2010 – 2011**

#### **Executive officer**

Team  
management  
**11** employees

- **Business firm management:** garage's network sales and relationships development, business processes, team help and follow up, new and used truck sales policy, business actions
- **Administration,** business, workshop and spare parts management, norms implementation
- **After sales:** repairs and all brands and vehicles maintenance development (van, truck, trailer) with the IAM networks.
- **Firm close up management:** regarding employees, customers and manufacturer
- **Achievements:** 36 new vehicles sold, fleet conquest, Turnover = 4.3 M €



### **MAN Truck & Bus S.A, French subsidiary, 512 employees**

#### ◆ **2008 – 2009**

#### **National truck rental officer (Courcouronnes)**

Team  
management **5 &  
45** transversal  
employees  
**18** branches  
[www.mantruckandbus.fr](http://www.mantruckandbus.fr)

- **Product creation:** regarding the SAP Scheme, maintenance & repair contract with the after sales department.
- **Organisation:** team recruitment, sales and back office department training, rental launching and selling, branches rental sales development
- **Department management:** sales development, business policy and keys accounts, national communication, residual values calculation, sales and lease back process implementation.
- **After sales management:** costs repairs, workshop package and spare parts discounts, maintenance and repair contract implementation.
- **Achievements:** **115** rent vehicles, fixed assets decreasing = **3.2 M€**

#### ◆ **2005 – 2008**

#### **National used truck sales officer (Courcouronnes)**

Team mangement  
**5** salesmen, **7**  
secretaries ;  
**18** branches.

- **Department restructuring:** manage with the human resources, best practises implementation, team increasing
- **Sales development:** through and with the network, the independent dealers and customers, margins improvement. Export to the MAN subsidiaries and importers.
- **Management:** keys accounts returns, sales, residual values calculation, big fleets, buy backs portfolio valuation, risks provisions.
- **After sales:** vehicles expertise, repairs quotations, spare parts discounts negotiation and schedule package.
- **Local change manager:** for SAP implementation, and, Excel calculation program for trade in values, change management following the joint venture creation between the manufacturer and an external shareholder.
- **Achievements:** **Turnover 2005 = 18.4 M € results - 1.80 M €**  
**Turnover 2006 = 28.4 M € results - 0.95 M €**  
**Turnover 2007 = 17.7 M € results + 1.50 M €**



## MAN Truck & Bus S.A, French subsidiary (suite)

### ◆ 2003 – 2005

Management  
1 employee ;  
transversal 15  
salesmen,  
5 branches.

[www.mantruckandbus.fr](http://www.mantruckandbus.fr)

### Used trucks area manager (Strasbourg)

- **Centre opening**, branch after sales activity supporting by the outsourcing cessation, repairs quotations, maintenance package and spare parts negotiation
  - **Network and customer** sales development, outstanding follow up, trade in values calculation and area sales.
  - **Export correspondent** for MAN Germany, sales development and relationship implementation with the global network.
  - **Functional activity organisation** with the area's branches, best practises implementation with the human resources.
- **Achievements:** 2004 Turnover = 3,9 M € + 0.3 M € 2005 Turnover= 4,8 M € + 0.4 M €

### ◆ 1995 – 2003

Tranversal  
Management 15  
salesmen,  
5 branches.

### Used trucks salesman (Metz & Bourg en Bresse)

- **Sales development**, trade in and leasing returns, to network dealers with their outstanding follow up, sales to customers.
  - **Trade in values quotations**, new trucks salesmen support, leasing returns management .regarding the norms.
  - **Export** to East Europe (Germany, Belarus, Poland, Ukraine, Russia...)
  - **Area back-office and business** management, workshop, spare parts costs, warranties and margins.
- **Achievements:** 140 vehicles sold yearly, Turnover = 3.5 M €



## Garage Le Poids Lourd, concession 49 employees

### ◆ 1994 – 1995

[www.iveco-lepoids lourd.fr](http://www.iveco-lepoids lourd.fr)

### Used trucks and vans salesman

- **Trade in process creation** and implementation, truck values calculation, salesmen support, sales and leasing development.
- **Truck purchases** to banks, carriers and independent dealers
- **After sales management:** repair costs, spare parts purchases to IAM for the extern brands.



## DAF France S.A, filiale France du constructeur, 250 personnes en France

### ◆ 1990 – 1993

[www.daf.eu](http://www.daf.eu)

### Used trucks and vans national and export salesman

- **Vehicles sales** France and export, sales and leasing development to the network and customers
- **vehicles repair cost** management, package and prices negotiated
- **Export correspondent** for DAF n.v (Nederland), export sales development



## Compagnie Nouvelle des Conteneurs (filiale S.N.C.F)

### ◆ 1989 – 1990

Management 4  
employees, et de  
40 agencies.

### Sales developer and Business analyst (Paris)

- Removal by containers sales developer, market analyst for steel industries

## Formation

### 1986 – 1989

### I L E R I Paris



[www.ileri.fr](http://www.ileri.fr)

- **1989** : Diplôme supérieur de recherches, Economy and international business (MBA)
- **1988** : Diplôme d'études supérieures, Economy and international business

## Références

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◆ For more information: [www.bruno-genkin.com](http://www.bruno-genkin.com)