

Patrick P. Olson

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Born on April 23 1971
in Stockholm (Sweden)
Married, two children
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I manage sales teams for more than ten years, within international environment.
I adapted myself to different areas, mostly in services related markets.
I acquired a strong experience in BtoB sales through direct and indirect sales and in marketing.

Experience

IVECO CAPITAL (Barclays Bank & Fiat Group)

Trappes, France

Jun. 2010 – End 2010 **Sales & Marketing Director**

- Area and Key Accounts sales teams management
- Marketing team management (promotion, pricing, operation)
- Improve Iveco Capital presence as financial source within the network and with the key accounts
 - Sales and marketing strategy definition
 - Organisation of the sales team
 - Portfolio: 250M€ (factoring / leasing)

EUROPCAR INTERNATIONAL (Eurazeo)

Saint Quentin en Yvelines, France

Sep. 2004 – May 2010 **Head of Sales, Vehicle Replacement Market**

- Senior KAM Management
- Market Analysis / Product Management
- Develop and strengthen Europcar position as European leader with the leasing, fleet management and assistance companies
 - Define the marketing and sales strategy
 - Europcar #1 on this market since 2005
 - Portfolio : 145 million Euro (2008), +300% within 5 years
 - Key Account team management and countries team leadership

Sep. 2002 – Aug. 2004 **International Sales Manager, Vehicle Replacement Market**

- Implementation of the vehicle replacement market management at global level
- Market Survey and analysis of the opportunities
- Identify international key accounts needs
- Lead on the local teams on the international accounts
 - New activity within the Group
 - Analysis of existing clients and practices
 - Acquisition and development of the main players in the replacement market (LeasePlan, ALD, Arval, AXA, Mondial Assistance, Europ Assistance, IMA, ING Car Lease...)

SAGEM (Safran)

Cergy - St Christophe, France

Feb. 2001 – Apr. 2002 **Export Manager**

- Management of the sales and marketing strategy (telecom operators and retail)
- Actions towards clients and partners (Marketing, Procurement, Sales, After-Sales, R&D)
- Direct Management of a field sales team in Poland
 - Revenue development thanks to a strong acquisition approach: +10 million Euro
 - o Start with two operators (on three) and the first Slovak Telco and implementation of retail strategy
 - Product marketing and communication management

Sep. 2000 – Jan. 2001 **Business Development Manager**

- "Image" Project Manager (PDA GSM / GPRS / UMTS)
- Transversal Management of the operators and retails sales teams
 - Launch of a new product, working closely with partners (Microsoft)
 - Sales / Evangelization towards main retail chains and operators

Jul. 1999 – Aug. 2000 **Benelux & Scandinavia Retail Sales Manager**

- Creation and development on retail network in Benelux, and first implementation in Scandinavia and some eastern countries
- Benelux sales team management and coaching on German, Swiss, Austria team
 - Start of the retail in Netherlands and Scandinavia
 - Team Management in Benelux and support team creation in Austria, Switzerland and Germany
 - Specific sales/partnership project in Belgium through OEM operations with Coca-Cola

Jan. 1998 – Jun. 1999 **Area Sales Manager (Chef régional des ventes indirectes) South of France**

- Sales towards specialist retails and wholesalers in telecom solutions
 - First area of the country at end of the mission
 - Strong involvement in operational marketing tools

Education

MBA International Business

1996 – 1997 *Ecole Supérieure de Gestion (ESG/PGSM)*

Paris, France

Maîtrise en économie et finance internationaux (BA Level)

1991 – 1995 *Université Panthéon-Sorbonne*

Paris, France

Baccalauréat D (mathematics et sciences)

1988 – 1989 *Lycée Gerson*

Paris, France

Trainings

Stora Publication Fine Paper

Puteaux, France

Jun. 1997 – *Sales & Marketing*

- Sep. 1997
- Strategic segmentation
 - Evolution of Global, European and French markets

Stora Corbehem

Corbehem, France

Feb. 1997 – *Sales*

- Jun. 1997
- Analysis on downgraded papers
 - Analysis of the existing environment
 - Definition and implementation of a new national and export sales process

BDE Économie Sorbonne

Paris, France

- Jun. 1995 –
- Managing new partnerships. Contracts negotiations
- Sep. 1995

Stora UK Ltd.

London, United-Kingdom

Jun. 1994 – *Logistic and Sales*

- Sep. 1994
- Order management (back office)
 - Contact with suppliers

1989 – 1997 **Others:**

Other trainings (esp. Credit management), individual lessons, hospital agent, cashier, secretary, telesales, market surveys, sales

Languages

- **English** : fluent/bilingual (working language for the last ten years)
 - **Spanish** : could be improved rapidly
 - **Swedish** : intermediary (started in 2009)
 - More than ten years experience in international environment, with several long and regular stays (Belgium, Netherlands, Sweden, Poland, UK and others)
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Computer skills

- **Office** : Word, Excel, PowerPoint, Access
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Professional education

- **Coaching** : over a year (JP Tricard) with focus on project management and team management
 - **Trainings** : Sales – Socio-types analysis – Key account negotiation – Time management – Public presentation
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Associations

- **Economics Sorbonne Student Association** : Founder and President (1993-1995)
 - **Economics Sorbonne Alumni** : Founder and President (1997-2001)
 - **ESG Etudes Conseil** : Market Survey
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Miscellaneous

- **Hobbies** : Arts, photography, music (practicing piano)
- **Sports** : Tennis, roller, golf (beginner)
- **Travels** : Europe, USA, Kenya, Tunisia, Morocco, Polynesia, Australia