

Marie-Christine
LEPRON

EXPORT
MANAGER



58 years old - Driving License

CONTACT

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ABOUT ME

More than 35 years of experience in sales and marketing, in France and abroad.

I speak French, English, German, Spanish

 LinkedIn

 Facebook

 Twitter

 Autre

 Instagram

EXPERIENCES

Deputy President of DESTINEA EAVM

DESTINEA EAVM - Since July 2020 - France



Marketing, communication and sales manager

DESTINEA EAVM - Since February 2018 - Full-time - Cholet



- ▶ N°1 dealer network for motorhomes and leisure vehicles in France, Destinea offers all the brands, models and accessories to equip your motorhome, van or multi-purpose vehicle
- ▶ MARKETING:
 - ▶ Marketing, development and monitoring of all Destinea products and concepts (Destin'Outdooring)
 - ▶ Development of the Destinea network
 - ▶ Management of suppliers and partners
- ▶ Creation of the sales and marketing strategy of the network
- ▶ Development of an animation policy and development of new concepts, products, franchise
- ▶ Implementation of a conceptual, economic, competitive and market survey, in particular in terms of sociological changes in our current and future targets
- ▶ COMMUNICATION:
 - ▶ Development, implementation and monitoring of Destinea communication media plans
 - ▶ Commercial operations and promotions through different communication media,
 - ▶ Development, implementation, SEO and administration of websites, as well as social networks
 - ▶ Creation of communication supports
 - ▶ Writing of the Destinée'Mag magazine
 - ▶ Organization, implementation and animation of dealer meetings and events
 - ▶ In charge of new tools: chat, lead management, live video
 - ▶ Deployment and training of teams in the tools and concepts developed for the Destinea network
- ▶ SEARCH FOR NEW MARKETS: LAUNCH OF A NEW OUTDOORING CONCEPT:
How to transform the volume of a car into a living space, an installation that quickly converts your car into a comfortable camper just in few minutes. We offer you the perfect travel companion, through various and ingenious solutions for a weekend or a long stay, with family, couple or friends : travel trunks, extension, modular equipment, and removable beds ... Your living space is ready in a few minutes. ANYTIME, ANYWHERE!
www.destinoutdooring.blog

Marketing, communication and press relations manager

CAMPING CAR PARK - November 2017 to January 2018 - Full-time - Pornic - France



- ▶ 1st European network of stopover areas and service areas for motorhomes, accessible 7 days a week - 24 hours a day.
- ▶ Marketing, communication and press relations manager
- ▶ Creation of a market place in the world of leisure vehicles
- ▶ In charge of federating the community of motorhome owners by meeting their needs
www.campingcarpark.com

Marketing and export FLEURETTE/FLORIUM

Manager + WESTFALIA France/Export sales and marketing manager



FLEURETTE CONSTRUCTEUR - January 2016 to October 2017 - Full-time - Benet - France

- ▶ Manufacturer of Fleurette and Florium motorhomes, Kepler and Jules Verne range of the Westfalia brand, a company of the Rapido group
- ▶ Marketing / communication strategy for the Fleurette, Florium, Westfalia brands (market analysis, catalogues, web, social networks, organization of trade fairs, events, dealer meetings, press relations, product launches, factory visits, etc.)

- ▶ Development and animation of a network of export dealers for the Fleurette and Florium brands (18 new export dealers in 18 months)
www.fleurette.fr - www.florium.fr
- ▶ Development and animation of a network of dealers in France + Europe for the Westfalia ranges made in France (network of 80 dealers set up in 18 months)
www.westfalia-mobil.com

Marketing and communication manager

YPO CAMP - Network of motorhome dealers - February 2015 to January 2016 - Full-time - Treillières - France



- ▶ Network of 23 professionals in the rental and sale of motorhomes, mobile homes and caravans, new or used, and accessories for leisure vehicles
- ▶ Conception of marketing and communication actions for the network
- ▶ Participation in the definition and implementation of the commercial strategy of the dealers

Entrepreneur

HOME OFFICE Sarl - September 2013 to November 2014 - BASSE-GOULAINNE - France



- ▶ HOME OFFICE is above all a garden office distribution company, responding to the pragmatic, economic and ecological expectations of professionals working at home. Home Office is an innovative workspace solution for exercising a professional activity at home and guaranteeing its users the best working conditions by dividing family and professional life.

This solution meets the needs of remote workers, auto-entrepreneurs, business creators, homeworkers, teleworking, liberal professions, self-employed workers, artists, professions that do not require large structures. With the advent of the internet, more and more of them can work at home.

HOME OFFICE is also a service company aimed at SMEs which do not have the means to have a full-time marketing / communication department and need either one-off or regular services from a professional for sales, promotion, marketing and communication. This department bears the name of HOME OFFICE SERVICES and relies on 28 years of professional expertise in France and abroad.

- ▶ Business creation and management in an emerging field in France: garden offices - Nominated for the 2014 Pays de la Loire Women's Economic Awards (2nd position):
<http://www.femmes-economie.com/portraits/marie-christine-lepron-creatrice-et-gerante-dhome-office/>
- ▶ An innovative concept supported by the Pays-de-la-Loire Regional Council: ID BUZZ, our region is innovating and you are witness to it
- ▶ Promotion of teleworking and work at home : <http://youtu.be/nRiBbDNRsdE>

Marketing and communication manager

GP SAS (Groupe PILOTE) - January 2007 to June 2013 - Full-time - LA LIMOUZINIÈRE - France



- ▶ Motorhome manufacturer, N ° 3 in Europe, 6 brands, 4 production sites
- ▶ Marketing and Communication Manager for the 6 brands of the PILOTE group (Motorhome manufacturer, 204 M €, N ° 3 in Europe)
Conception and implementation of all the group's marketing and communication actions
- ▶ Competitive analysis and strategy, market segmentation, geomarketing, press review, overseeing development of new products
- ▶ Analysis of the distribution networks, strategies of deployment of the brands, merchandising, animation in place of sales and logistic interface
- ▶ Sales promotion of the group's 6 brands in Europe
- ▶ Establishment of a customer relationship service, supervision and implementation of loyalty actions and recruitment of new customers, implementation of a CRM system
- ▶ External communication: definition of the media plan, production of communication supports, website development, press relations, organization of events
- ▶ IN COMMUNICATION AND MARKETING
Definition, implementation of all marketing and communication activities of the company:
 - ▶ Definition, implementation and monitoring of annual communication plans

- ▶ Development of media campaigns in the specialized press and on internet
- ▶ Creation of communication media (catalogues, brochures, product sheets, user manual, advertisements, magazines like Planète Camping-cars newspaper, network and general public newsletters ...)
- ▶ Management of relations with the advertising agencies of the Pilote group
- ▶ Development, implementation and administration of five websites (www.pilote.fr, www.bavaria-camping-car.com, www.groupepilotemooveo.info, www.levoyageur.fr, www.pilote50ans.fr) and of an extranet for the press and networks (extranet.pilote.fr), variation of these sites for mobile versions
- ▶ Administration of the Facebook account www.facebook.com/Pilote.Camping.cars
- ▶ Product training for salespeople, key account customers and dealers
- ▶ Setting up of challenges, sales competitions and incentives
- ▶ Press relations and test organisation
- ▶ Development and monitoring of the marketing / communication budget
- ▶ IN ORGANIZATION AND MANAGEMENT OF PROJECTS
 - Organization of:
 - ▶ national and international exhibitions (design, planning, management of resources and production)
 - ▶ national and international dealer meetings (creative, logistical and financial aspects)
 - ▶ events: gathering of 300 Frankia German motorhomes for 3 days in France, organization of the 45th anniversary of the company with 3000 participants for a week, ...
 - Work in project mode: needs analysis, definition of objectives and strategy, planning, implementation, animation of committees and project groups
 - ▶ Management and implementation of customer relations actions: implementation of a CRM, loyalty actions and / or customer recruitment, satisfaction surveys, establishment of an after-sales service structure
- ▶ IN NEGOTIATION
 - In the fields of :
 - purchases :
 - ▶ mastery of the production chain for photo stations, art purchase, printing, 360 °, videos ...
 - ▶ purchase of keywords for SEO on the net
 - advertising: purchase of space in magazines, in the specialized press and on the web (advertising banners)
 - logistics: management of transport costs for media shipments, POS in European networks

Sales and Marketing Manager

PILOTE SA - July 1997 to January 2007 - Full-time - LA LIMOUZINIÈRE - France

- ▶ PILOTE GROUP – Motorhome manufacturer (210 M€ – N°3 in Europe)
- ▶ Sales and marketing manager for the brands FRANKIA, BAVARIA and RMB (Turnover 2007 : 51 M€)
 - ▶ Tactical marketing policy, sales forecasting, pricing, training and sales activities
 - ▶ Products strategy and development
 - ▶ Business development and animation of a network of French and European dealers
- ▶ Establishment of sales policies:
 - Efficient: multiplication of motorhome turnover by 17 in 8 years (3 to 51 M €)
 - Innovative: deliveries throughout France in 24 hours, demonstration days, organization of a "Frankia Tour" ...
 - Creation of a network of French dealers (recruitment, implementation and animation) and recruitment of European importers and dealers.

Import Manager

GARNIER ENTREPRISES - March 1996 to January 1997 - Full-time - THOUARE SUR LOIRE (44) - France

- ▶ Importer / distributor of music and golf equipment (180 MF)
- ▶ Responsible for a portfolio of 80-MF purchases
 - ▶ Financial, customs, legal and commercial management of the imports
 - ▶ Management of transport and logistics (110 factories distributed worldwide)

Sales Manager

GREEN SUN - January 1990 to March 1996 - Full-time - THOUARE SUR LOIRE (44) - France

- ▶ Sales Manager - Importer and distributor of golf equipment (French N° 1, CA 41 MF) - Brands : Callaway Golf, Browning, Mitsubishi, Tom Walker - Subsidiary of Garnier Entreprises
- ▶ Responsible for the marketing, sales and profitability (Turnover: 41 MF) :
 - ▶ Definition of the objectives; sales and marketing strategy
 - ▶ Development of customer's fidelity and conquest of new customers
 - ▶ Conception and launch of new products
 - ▶ Management of a commercial team (9 persons)

Purchase Manager

GREEN SUN - April 1988 to January 1990 - Full-time - MOUZEIL (44) - France

- ▶ Importer / distributor of golf equipment (N°1 in France) (subsidiary of CAMAC, Garnier Entreprises)
- ▶ Responsible for the buyings (Turnover: 5 MF) :
 - ▶ Elaboration and devising of the annual purchase plan
 - ▶ Ordering processes, scheduling, vendor relations
 - ▶ Development of new ranges of products

Manager assistant - Translator

VENDEXPORT - March 1987 to March 1988 - Full-time - LA ROCHE-SUR-YON (85) - France

- ▶ Management of the export for 12 food-processing companies in Vendée
- ▶ Realization of marketing studies: market studies, products segmentation

SKILLS

STRATEGY EXPERTISE

- ▶ Identification of market needs and trends in order to develop priorities and find suitable solutions, market analysis and implementation of competitive intelligence
- ▶ Definition of the objectives and the commercial strategy of the company, definition of the price / margin policy, forecast and sales planning
- ▶ Definition of new products, definition of pricing policy and conditions of sale, implementation of a relevant product / service offer
- ▶ Management of commercial projects, action plan planning, results monitoring, reporting
- ▶ Participation and contribution to cross-company projects and monitoring synergy between the various departments of the company (animation of committees and project groups)
- ▶ Representation of the company in professional and institutional networks

COMMERCIAL EXPERTISE

- ▶ Prospecting for new customers and new dealers all over Europe, development of the existing portfolio, sales development: multiplication of motorhome turnover by 17 in 8 years (3 to 51 M €) and golf turnover by 8 in 5 years (5 to 41 MF)
- ▶ Establishment and animation of distribution networks in France and Europe
- ▶ Management of key accounts and purchasing centers, annual referencing (Decathlon, Go Sport, etc.)
- ▶ Construction of the sales pitch, product training for salespeople
- ▶ Organization of commercial and promotional actions, setting up of challenges, competitions, incentives
- ▶ Development of commercial proposals, negotiation until the final sales
- ▶ Event management (national and international fairs, dealer meetings, open days, etc.)

STRATEGIC, PRODUCT AND OPERATIONAL MARKETING EXPERTISE

- Needs analysis, definition of objectives and strategy, planning, implementation, evaluation, animation of steering committees and project groups, development of new concepts
- Market analysis and implementation of competitive intelligence, definition of new products, definition of pricing policy and sales conditions
- Adaptation of the marketing strategy and marketing tools to the different European markets
- Development and management of the marketing / communication budget

COMMUNICATION EXPERTISE: MEDIA, INTERNET, SOCIAL NETWORKS

- Definition, management, implementation and monitoring of annual communication plans
- Development of media campaigns in the specialized press and on the internet, purchase of space, press relations and test management
- Development and administration of responsive websites (www.fleurette.fr, www.florium.fr, www.ypocamp.fr, www.pilote.fr, www.bavaria-camping-car.com, www.levoyageur.fr, www.pilote50ans.fr, www.mon-bureau-de-jardin.fr, www.destinea.fr, www.destineacamping-cars.fr, www.destinoutdooring.fr), an online sales website of accessories (www.destinea-accessoires.com), blogs (destinoutdooring.blog; destineaservices.blog; moteurpropreplus.blog), extranet for the press and distribution networks.
- Administration of corporate social networks: Facebook, Twitter, Instagram, Pinterest, LinkedIn

NON-MEDIA COMMUNICATION EXPERTISE

- Creation of communication medias: catalogues, brochures, product sheets, user manuals, advertisements, company magazine (Planète Camping-Car, Destinée'Mag), newsletters and e-mailings for networks and the general public.
- Control of the production chain: agency, photographers, art purchase, printing, 360 °, videos
- Organization of national and international exhibitions (design, planning, management of resources and implementation)
- Organization of national and international dealer meetings (creative, logistical and financial aspects)
- Organization of events (gathering of 300 German motorhomes for 3 days, organization of the 45th anniversary of the company with 3000 participants for a week, etc.)
- Product training for salespeople (key accounts and dealers)
- Setting up challenges, sales competitions and incentives

COMPUTER KNOWLEDGE

- Familiar with different types of software: Pack Office, Photoshop, In Design, AS400, SAP
- Administration of websites, social networks (Facebook, Twitter, LinkedIn, Instagram, Pinterest ...), blogs

FOREIGN LANGUAGES

- English : fluent
- German : fluent
- Spanish : school knowledge

EDUCATION

Master's degree of Applied Foreign languages,

NANTES UNIVERSITY

September 1981 to June 1985

Master's degree of Applied Foreign languages, option Business and Commerce - 1985

French Assistant in UK (Liverpool - 1985 / 1986)

WEST-KIRBY GRAMMAR SCHOOL

September 1985 to June 1986

Baccalauréat A5 (French equivalent to the High School Diploma)

LA PERVERIE, NANTES

1981

INTERESTS

Engagements

Local councillor - 2014/2020

www.basse-goulaine.fr

Sports

Aquaerobics

Travel

Literature