

**François LAUTEL**

Lyon, FR • +33 645091710

flautel@hotmail.fr • [LinkedIn](#)

**Engineer** Centrale Marseille

**MBA** IAE Aix-En-Provence

CEDEP leadership program



## **GENERAL MANAGER | VP OPERATIONS**

French/English bilingual

VSB/SME, BtoB, BtoC, international, technical finished products with high added value

---

### **Experience**

---

#### **2018 – Present: General Manager, START PAC, USA (Remote)**

International market, aeronautics, rail and special machinery sectors

- Structure the company, rationalize production, vertical integration, formalize processes and certify ISO9001.
- Optimize profitability by analysis of the income statement (P&L) and KPI: +22% net margin within 4 years.
- Develop marketing, sales and after-sales tools to guarantee a 5-star customer experience.
- Define and implement the commercial strategy: +28% of distributors and +50% of turnover, within 4 years.

#### **2015 – 2017: Sales & Marketing Director, ACOREL, France**

International market, aeronautics, rail, public transport and retail sectors

- Creation and direct management of a sales and marketing team of 13 people.
- Improve SEO traffic by 60% thanks to the development of a new website.
- Define and implement the commercial strategy: +36% TO over 3 years.
- Boost external growth and the product/services portfolio: acquisition of Naga Concept.

#### **2011 – 2015: Key Account Director, RENAULT TRUCKS, France**

French Market, Aftersales, Truck industry

- Direct contributions of nine-person team while driving success and satisfaction of 100+ account portfolio.
- Develop spare parts and services turnover: + 19% to reach 60 M€ within 4 years.
- Manage of cross-functional projects: Cleantech labeling, deployment of new products in the network, ...

#### **2005 – 2011: Product Range Manager, RENAULT TRUCKS, France**

International market, Truck industry (Distribution Range: 5 product lines from 6 to 26 tons GVW)

- Define and execute strategic plan through market studies and roadmaps.
- Write specifications for new products and evaluate business cases.
- Manage the launch of new products and associated services.

---

### **Hobbies**

---

Photography (professionally)

Judo (black belt), skiing, volleyball, kitesurfing, sailing (regatta), mountain biking

Cooking and traveling

Motorbike, car, truck and boat driving licenses