



**INTERNATIONAL SALES DIRECTOR**

**HEC PARIS EXECUTIVE MBA**

**INTERNATIONALLY MOBILE**

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## PROFILE

- **27 years professional experience split into managing innovative SMEs and accelerating business development for multinationals in Europe, South America and Asia, my aim is to find an International Sales Director meaningful position.**
- **Target: creating profitable growth of industrial companies.**

ENERGETIC & DRIVEN  
CASH FLOW FOCUSED  
VERSATILE LEADERSHIP

CUSTOMER-CENTRIC  
ARTICULATE, AGILE, ADAPTABLE  
PERSUASIVE

## PROFESSIONAL EXPERIENCE

- 2014** **MD Sales oriented at Poppe Potthoff** Scionzier, France  
**115 people, 24M€** turnover (95% exported) in the field of precision metal parts.
- Turned around a struggling company.
  - Maintained profitability amid a 40% turnover drop.
  - Improved customer mix from 1 client representing 85% of turnover to 8 clients.
- 2012/ 2013:** **Operations Director at LEONI CIA** Chartres, France  
1yr 3 mos **80 people, 10 M€** turnover in the field of robotics.
- Initiated and managed a task force to reduce the extrusion scrap rate from 16 to 9%.
  - Optimization of financial results as well as expenses.
  - In charge of all departments **including Sales**.
- 2010/2011:** **Managing Director at NICOLAS INDUSTRIE** Auxerre, France  
1 yr 10 mos **190 people, 42 M€** turnover (75% exported).  
Production of vehicules for heavy transportation (up to 15 000 tons).
- Tackled company's 4 key weaknesses: improved Quality (incoming, out going, perceived), initiated a Kaizen spirit, boosted product innovations and ease of use.
  - Successfully implemented lean manufacturing, improving productivity by 10%.
  - Applied a new communication style, created a culture of dynamic changes.
- 2007/2010:** **Commercial Director and Senior Program Manager at BENTELER AUTOMOTIVE** Versailles, France  
3 years Head of the chassis Sales department (4 employees), for French OEMs worldwide. Directed and evaluated program activities of a cross-functional team (**16 employees**) to meet a **25 M€** per year program goals.
- Successfully grew turnover from **167 M€** (2006) to **294 M€** (2009).
  - Listed in the Management Talent Pool.
- 2002/2007:** **Customer Director at ZF LEMFORDER** Metz, France  
5 years Worldwide responsibility for PSA, Renault Nissan for the chassis Business Unit.
- Managed to localise sales for the first time for PSA in Brazil (Porto Real) and Renault in Turkey (Izmir).
  - Amid increased competition, increased sales from **48 M€** to **68.5 M€**

**1997/2002:** **Regional Sales Manager Asia** at **SIEMENS VDO** (3 years, take over) Penang, Malaysia  
5 years Head of the Marketing and Sales Department for ASEAN (8 employees).

- Successfully doubled turnover from **37 M€** to **78 M€** in three years.
- Managing projects and interfacing between Asian carmakers and Germany.

**Sales Manager Asia** at **MANNESMANN VDO H.Q.** (2 years) Frankfurt, Germany  
Sales and business development with carmakers in Asia, including project management.

- Successfully won three major orders in Asia for Engine Management Systems, Fuel Supply Systems and Windscreen Washer Systems.
- Listed by Mannesmann AG, in circle of managers “with leadership potential”.

**1996/1997:** **Export Salesman and Technician** at **MEROBEL** Paris, France  
1 year Electromagnetic Powder Coupling Department.

- Business development in Brazil, South Korea and Europe.

**1985/1991:** **Electro-technician** in the **FRENCH NAVY**.  
6 years Three years submarine navigation including **ASIA** (Malaysia, India, Sri Lanka, Thailand, Pakistan, Egypt and Djibouti) in co-operation with **THALES**.

## EDUCATION

**2014/2015** **HEC Paris, Executive MBA** Paris, France  
One of the world’s top 3 providers of Executive Education programs for the last 7 years.

Major in **Energy**, addressing the need for leaders to develop a comprehensive and strategic view of energy issues.

**1994/1995:** LE HAVRE University, **Post graduate degree in Business with Asia** Normandy, France  
A one-year professionally oriented doctoral program, with Distinction.

**1992/1994:** LE HAVRE University, **Master's degree in Trade with Asia** Normandy, France  
A professionally oriented degree, with Distinction.

## LANGUAGES

- **French** native
- **English** fluent (TOEIC 935)
- **German** fluent
- **Portuguese** two years spent in Brazil.
- **Malay** five years spent in Malaysia (six-month training course with **Peugeot**).
- **Korean** three years of study ( four-month training course at **Kia Motors** HQ in Seoul).

## INTEREST

**Miscellaneous:** Economics, geopolitics, Asia, Scuba diving, chess.

**Sports:** Ironman Triathlon, Marathon.

**Travelling:** Viet Nam, Japan, China, Singapore, Philippines, Indonesia, Turkey, Iran, UAE, Qatar, Morocco, Tunisia, USA, Germany, Switzerland, Austria and most European countries.