

Christophe CASALTA

2, rue du Beauduc

13 140 Miramas

☎ : (+33)7.66.51.83.84

✉ : christophecasalta@hotmail.com

French / 39 years old

SKILLS




. Working skills:

- . 16 years of professional experience
- . Leadership/ Skilled negociator
- . Good interpersonal and listening skills
- . Organized, thorough, autonomous, focused on turnover and profits
- . Identify Business opportunities
- . Interservice's management and communications
- . Marketing
(Market and KPI's analysis / Strength and weakness, Mix marketing, Price setting, advertising posters and price spiks setting and distribution)
- . Daily communication in Spanish, Italian and English
- . Daily work in an international surrounding: foreign markets (Spain, Italy, Germany, Netherlands, Belgium, Pakistan)

. Degrees:

- . BACHELOR HONOURS IN BUSINESS (Southampton Solent University)
- . HND in International Business and HND in Real Estate business (France)

. Foreign languages:

-  English: Fluent
-  Spanish: Fluent
-  Italian: For Business

. Softwares :

MS Office, AS 400, AGI, Naxos Uniterm, Internet.

Sales Manager

PROFESSIONAL BACKGROUND

STE MICHEL GUEYDON from September 2019



Commodity Broker – MARSEILLE (France)

- Broker in charge of managing a portfolio of co-products (such as wheat bran, low rice flour, soybean meal, rapeseed, sunflower) and cereals (like wheat, corn, barley, rapeseed, sunflower, rice) for human food and animal feeds, on conventional and organic physical markets.
- . International B2B customers (Spain, France, Italy, Belgium, Netherlands, Germany, Pakistan)
- . Price quotes and market analyzes about agricultural commodity exchanges
- . To find transport, to plan a delivery date, to negociate prices, to follow in time payments and to check contract terms have been well- fulfilled
- . To negociate commissions
- . To implement the regulation of the profession
- . To prospect suppliers and buyers
- . To attend trade shows

Working skills: Management, negociation, mediation, Business strategy, Financial and geopolitical analyses of agricultural commodity exchanges markets, market fundamentals analyses, daily communication in foreign languages, contract laws.
Revenu growth : 80 000 € (2020)/ 100 000 € (2021) + 25 %.

CRUSTA C from September 2017 to July 2019



Sales representative /Key Account Manager/ Product Manager – VITROLLES and L'ISLE JOURDAIN (France)

- . **Key accounts management representing 35 % of the company's turnover with a portfolio of customers such as french food distribution companies, wholesalers, fishmongers and a subsidiary of our company on the Rungis National Interest Market:**
- . Customers visits
- . Volume negotiation, monthly or quaterly pricing
- . Telesales Management
- . Dispute resolution (Issues solving)
- . Renegotiation of main existing contracts (Buying departments of major food distribution companies and wholesalers)
- . Setting up of promotions and launching of new products and packaging to increase turnover
- . Management of the production forecast for the Vitrolles and Boulogne sur Mer plants
- . To attend trade shows

Diplomas

2017 (8 Month)

HND in Real-Estate jobs

– FRANCE

ISVIN 2013/2014

MBA Wine and Spirits

International Management

– FRANCE (Montpellier)

SOUTHAMPTON SOLENT

UNIVERSITY 2005/2006

Bachelor (Honours) in

Business – ENGLAND

ESARC-CEFIRE 2003/2005

HND in International Business

– FRANCE (Montpellier)

Miscellaneous

- . Driving licence
- . Sports enthusiast (Football, Handball, Motor sports)
- . Worldwide food and Cooking
- . Foreign languages, Geopolitic

Sales representative (Technical sales) :

- . Product compliance monitoring on the Vitrolles plant and reporting to the CEO.
- . Shrimp cooking and quality monitoring, to improve production process (thawing and cooking)
- . Transversal management in accordance with the production team
- . Weekly meetings with the plant manager

Product Manager (Oyster, cooked whelks, wild shrimps, Tuna) :

- . Prospecting suppliers
- . Price and volume negotiation
- . Setting up costs of production, profitability and floor prices
- . Drafting specifications and new product sheets
- . Creation and distribution of point-of-sale advertising and price picks for customers
- . Cross-functional management with the Marketing team
- . Benchmarking : competitive intelligence in supermarkets (Prices/Products/Packaging/Promotion)
- . Collaboration with the Sales and Marketing teams on the packaging and the choice of targeted markets where to launch the products
- . Weekly sales meeting with the Managing Director and the Sale and Marketing Department
- . Monthly interdepartmental meetings (one day at headquarters): analysis of indicators (turnover, gross margins, net margins, volumes)
- . Implementation of the new products strategy, budgeting by customers and by products
- . Action plan setting up (by clients/by products)
- . Analysis, follow-up, reporting and prescriptions on new product projects

Working skills : Management, leadership, marketing, communication, market analysis, interpretation of KPIs, budgeting, negotiation, costs analyses, commercial strategy.

Revenu growth: 35 000 000 € (2017) / 40 000 000 € (2019) + 14 %

Ma Maison au Sud From February 2018 to May 2018



Real Estate Agent and Rental Manager – Lattes (34)

- . Prospecting and closing rental Management contract
- . Rental property management (Check-in and check-out inventory, rental advertisement writings, phoning, reminder to pay rent, fundraising, set up rent receipts, management of maintenance and repair works for rental accomodation)
- . Closing real estate sales mandates, advertising writings and customers visits, drafting of sales agreements, notary appointment.

Century 21 LGI from July 2017 to January 2018



Real Estate Agent – MONTPELLIER (34)

- . Phoning and field prospecting
- . Exclusive mandates contract
- . Accommodations sales
- . Following and helping customers throughout the process of sale and purchase
- . Drafting of compromises .
- . Notary appointment
- . Qualification of buyers
- . Property visits

Compétences : Management, marketing, communication, local real estate market analysis, Real Estate laws and regulations, negotiation, sales, relationship, listening, Rental Management.

Revenu growth: 73 000 € (six month)

GROUPE BARBA from March 2014 to July 2016



Sales representative (Technical sales : tuna, swordfish, cephalopods) – FRONTIGNAN (France)

- . Telesales platform management
- . Account Manager in charge of a portfolio of wholesalers, fishmongers, cash and carry in France, Switzerland, Belgium and England
- . To animate and to push sales through promotions and bargains
- . Interdepartmental communication (logistics, quality, sales administration)
- . Customs administration in collaboration with maritime affairs of Sète
- . Competitive intelligence (Benchmarking)
- . Activity reports and action plans
- . Dispute resolution (Issues solving)
- . Conformity check of products sent

Working skills : Management, leadership, negotiation, communication in foreign languages, customer and product portfolio analysis, interpretation of KPIs, action Plan.

Revenu growth : 1 500 000 € (2014) / 1 680 000 € (2016) + 12 %

POMONA TERRE AZUR from October 2008 to July 2013



Buyer-Seller (Seafood products) – MONTPELLIER (France)

- . To purchase a range of fresh fish and seafood industrial products
- . To negotiate volumes and prices
- . Product approval and inventory management
- . Telesales to a portfolio of local supermarkets, fishmongers, restaurants
- . Animation and management of sales through bi-weekly sales meetings with commercial and social catering teams
- . To prospect for customers
- . To visit customers and helping to set up the fishmonger's stall in supermarkets
- . Renegotiation of contracts with local supermarket chains
- . Competitive intelligence (Benchmarking)
- . Sales administration management
- . Meetings with managers to define and quantified objectives, to set up action plans and the commercial strategy.

Working skills : To manage, to purchase, to sale, to manage the sales administrations, interdepartmental communication, customer and supplier relationships, negotiation, commercial strategy.

Revenu growth : 500 000 € (2009) / 650 000 € (2013) + 30%

AGRI-INTERNATIONAL COURTAGE from September 2006 to October 2008

Commodity Broker – French and Spanish markets – SETE (34)

Broker in charge of managing a portfolio of co-products (Soybean meal, rapeseed, sunflower, beet pulp) and cereals (wheat, corn, barley, rapeseed, sunflowers, rice) for human food and animal feeds, on conventional and organic physical markets.

- . French and spanish B2B customers
- . Price quotations, market analysis of agricultural raw materials
- . Connection between suppliers and buyers paid through a commission
- . To find transport, to plan a delivery date, to negotiate prices, to follow in time payments and to check contract terms have been well- fulfilled
- . To negotiate commissions
- . To implement the regulation of the profession
- . To prospect suppliers and buyers
- . To attend trade shows

Working skills : Management, negotiation, mediation, Business strategy, Financial and geopolitical analyses of agricultural commodity exchanges markets, market fundamentals analyses, daily communication in foreign languages, contract laws.

Revenu growth : 25 000 € CA (2006) / 27 000 € CA (2008) + 8 %