

GREGORY PAYS



French, 35 years-old
October 2nd, 1983

Site personnel:

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Motivated, hard worker, creative, and giving attention to detail young executive. After more than 12 years in the Sporting Goods Industry, I gained a broad experience in building Strategies, drive Sales, Key Account management, Brand Marketing, Brand building, Digital marketing, International management and the implementation of strategic plans to drive growth at retail and online in order to improve efficiency.

WORK EXPERIENCES

Since March
2013

(6 years)

POUPLUCHE – Founder and CEO

Paris,
France

- Started my own company from scratch in a new industry (Licensing)
- Put in place an efficient Logistic, Sales and Marketing structure to drive growth
- Built a team of passionate people willing to sacrifice
- Implemented a brand in a very fast growing industry
- Introduced a product within all the key stakeholders of the distribution in France
- Built a 360° brand strategy to grow awareness and drive sales
- Negotiated contracts with distributors, licensors and personalities
- Good resistance toward stress, high work load, long hours

Year-on-year over the last year, the turnover of the company grew 63%, with a gross margin going from 45 to 58%, and a net margin going from 30 to 38%. The E-Commerce turnover currently represents over 25% of the total business.

March 2008 –
February 2013

(5 years)

UNDER ARMOUR EUROPE BV – EMEA Headquarter

Amsterdam,
Netherlands

Brand Marketing Manager France (2.5 years)

Responsible for all the Marketing activities in France, working with Sports Marketing and Sales, I ran the marketing department and developed a plan to increase the awareness and visibility of the brand on the market, while authenticating it to consumers.

- Implemented a PR plan to tell the story and support product launches
- Maximized communication around Sports Marketing assets
- Developed an online strategy to increase the brand's presence on internet
- Organized and ran promotional events, trade shows, sales meetings
- Adapted pan-European marketing campaigns in different markets
- Developed merchandizing programs and built brand corners in stores
- Created tools for sales reps to improve their sell-in performance

Key Account Manager (2 years)

In charge of Go Sport as the main Key Account on the French market, I also coordinated the sales activity in France with 2 sales reps; and later transitioned the market from a direct market to an outside sales agency.

- Built 3-5 years plans to grow the business / Negotiated trade terms
- Presented the collections to buyers / Collected orders and account receivables
- Managed order book and delivery (VAS) requirements
- Built strong relationships with the buyers, and management team
- Presented the brand's history and strategy to 250 store and regional managers
- Built and implemented merchandize packages / Incentive programs
- Analyzed sell-through statistics to better maximize business opportunities

Junior Sales Manager Europe (6 months)

Dealt with distributors across EMEA and implemented the European sales strategy in direct markets, with a particular focus on France.

- Built 3-5 years plans / Focus on objectives / Over-achieve targets
- Worked with all EMEA Key markets to collect forecast and hard orders / Build sell-in tools / Share best practices / Look into new opportunities
- Coordinated the French business activity from the European HQ
- Organized multiple Sales Meetings in Europe and Baltimore

**February 2007 -
February 2008**
(1 year)

ADIDAS INTERNATIONAL BV – KAM Foot Locker Europe

**Amsterdam,
Netherlands**

- Assisted to all meetings between the KA managers and the FL buyers for Apparel and Accessories. In contact with the Product Managers, I was involved in the finalization of numerous SMU programs/stories
- Managed the Apparel and Accessories Order Book
- Responsible for the Football Corners within 2 FL doors
- Worked closely with the Marketing and Event managers to develop and coordinate product launches and other PR actions
- Assisted to focus groups to define and understand the profile of FL consumers (lifestyle driven)
- Executed surveys in FL stores in order to understand the buying behaviors
- Helped to organize and participated to 2 sales meetings in Herzogenaurach

OTHER EXPERIENCES

October-December 2004 (3 months)	• CONSULTBOARD (<i>European Wood Supplier based in Madrid</i>) With the objective to improve my Spanish, I was in charge of translating the website into French while building from scratch a customer portfolio in France.	Madrid, Spain
June-November 2003 (6 months)	• CLARINS (<i>Cosmetic company</i>) Achieved successfully many missions from the Sales and the Marketing departments, such as: updating trade terms with the retailers, promoting the launch of new products, making market researches, cross-analyzing data...	Paris, France
July – August 2001 (2 months)	• Malhia Kent (<i>Designer and Manufacturer of luxury Haute-couture fabrics</i>) As the assistant of the American agent of this French company, I experienced the daily job of a sale representative. I helped handle with the sales representative the booth of the brand during the American trade show of Premiere Vision.	New-York, USA
March 2000 (1 month)	• M6 (<i>French TV channel</i>) Assistant of the PR Manager, involved in organising public launches and events.	Paris, France

ACADEMIC QUALIFICATIONS

2005 - 2007	AVANS HOGESCHOOL. College of business Administration <i>Bachelor of Science in International Business Administration.</i>	Breda, Netherlands
2002 –2005	REIMS MANAGEMENT SCHOOL, CESEM de Reims. <i>European School of Management and Business Administration (Bachelor)</i>	Reims, France
2002	Lycée privé PAUL CLAUDEL <i>High School graduation in Economics and Sociology (Baccalaureate ES)</i>	Paris, France
2000	PHILLIPS ACADEMY, ANDOVER <i>Summer course in business English (months of July and August)</i>	Boston, USA

LANGUAGE SKILLS & COMPUTER LITERACY

Languages	French: Mother tongue English: Fluent Spanish: High level
Computer skills	Proficient in using Microsoft Office (Word, Excel, Power Point), Photoshop, BW, Scene 7
Trainings	Excel 201, Excel 301, Interviewing skills, Leading for Performance, Presentation skills, Running effective meetings. Time management.

ACTIVITIES & INTERESTS

Leisure	Extensive travelling, Photography, Music, Politics & Sports Actuality
Sports	Football, Tennis (competitive), Golf (beginner), Ski (experienced), Training and Running