



Caroline Hernu

Experience

From July 2018 Head of Strategy



Responsible for the definition of structure and execution of strategic initiatives through the development of work plans, gathering and generation of relevant data, driving analyses, and the development of actionable recommendations:

- Setting up and implementing a new Strategy: Ambition, Mission and strategic orientations for the company
- Putting in place an agile project management system for strategic projects/programs; reducing the number of projects from more than 100 to 20
- Creating the market access position (job description, recruitment...)
- Implementing corporate performance KPIs within the company in accordance with our Quality Policy

Responsible for R&D, Business Development, Business & Marketing Intelligence, Industrial Property, Market access and Project management

From January 2016 to July 2018 Transfusion Sales Director



Global sales transfusion director (140 million euros, 18 subsidiaries, 2 regional directors)

- Attaining monthly or annual sales targets
- Building up distribution channels
- Establishing strategic business relations
- Providing idea for all strategic sales plans and their implementation
- Controlling the selling costs with the objective of achieving predetermined net profit yields
- Direct responsibility of US, Canada and Americas: sales managers, products specialists, regulatory affairs officers, materiovigilance, technicians

Managing director of the Brazilian subsidiary

- Establishment, maintenance of the Maco branch in Brazil (registration, sales, finance, HR, logistics, warehouse...)
- Establishment of the sales goals, business and marketing plan
- Management of the sales and office team



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46 years old
Married
3 children

- Establishment of the distributors/agents network
- Lobbying with national and local stakeholders (ANVISA, ABIMED, Transfusion KOL...)

Average of 5% turn over growth per year from 125 to 140 million euros with a stable gross margin

From January 2012 to January 2016
Transfusion Business Unit Director



Reporting directly to the CEO of the company, having a Profit Loss responsibility for the Transfusion Business Unit (more than 2 000 employees) and having 15 direct reports (manufacturing, marketing, sales, RA, R&D, purchasing, planning, controlling, HR...):

- Care about clients satisfaction
- Manage the transfusion business which represented 130 million euros
- Prioritize and ensure the long-term sustainability and profitability of the business over short-term "quick fixes"
- be able to successfully develop, manufacture, sell and deliver all of the company's current and future products and services
- Ensure compliance with European GMP, GDP as well as any regulatory guidelines in countries where we sell our medical devices, drugs and equipment
- Deliver predictable profitable revenue growth by providing accurate forecasts in a timely manner, and hitting agreed revenue and margin targets for the Business Unit.
- Foster loyal client relationships by giving both the Client and the execution team strategic direction as appropriate to ensure money spent with the company provides a worthy ROI.
- Set appropriate standards with staff in terms of desired behaviors set clear boundaries around good and bad behavior.

ROTA from 10 to 12% within 4 years

From March 2010 to January 2012
Human Resources Director



From June 2009 to March 2010
Hypermarket Deputy Director



From January 2003 to June 2009
Human Resources Director



Education

ISA, Lille (France)

- Engineer in food, agronomy and agriculture industry



Skills

Written and oral communication skills in French, English and Portuguese; beginner in Spanish

Results driven

Interpersonal skills and strong leadership capabilities

Business & customer oriented

Adaptability (different international work environment)

