

# CATTIAUX Benoit

## Singapore Permanent Resident

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## SALES & ACCOUNT MANAGEMENT

### ABOUT

An International Executive with 15 years experience in Business Development, Account Management, Project Management in Asia, specifically in China and Singapore. Benoit worked successfully in various sectors such as Marine, port equipment, Oil & Gas, and Aerospace. Throughout his career, Benoit has consistently meet sales expectations and delivering high quality service to his clients.

### EXPERIENCES

- Successfully develop business in the following Regions (Middle East, Asia Pacific, Africa, Europe, and South America) in Port Operation and transport industries.
- Master sales process, understand customers' requirements and proceed to excellent implementation.
- Manage and develop key account portfolios through efficient, high-quality and trustworthy relations with high-level clients and prospects.
- Consistent track record in achieving set revenue objectives.

### PERSONAL SKILLS

- Motivate to win, enthusiastic, positive mind, eager to learn
- Ability to show initiative, hands on and self-motivated.
- Strong analytical and problem-solving skills, excellent attention to detail.
- Ability to work in a multi-time zone and in a multi-cultural environment.
- Excellent interpersonal, communication and presentation skills.
- Collaborative and teamwork orientation.
- High integrity

### PROFESSIONAL EXPERIENCE

11/ 2021 - Present

#### COMMERCIAL / KEY ACCOUNT MANAGER

AMOS INTERNATIONAL PTE LTD, SINGAPORE

*Function: As part of the sales team, I am responsible for growing Amos' business in the marine market. I participate in the expansion of Amos by building solid relationships with our Marine customers and influencing internal business strategies.*

#### **KEY ACHIEVEMENTS**

- Achieved a 50% growth in Key Accounts Revenues within a span of 2 years:
- Secured initial supply contracts for 13 New Builds, totaling USD 1.5 million.
- Effectively oversaw and managed a customer portfolio amounting to USD 5 Millions

#### **SALES & ACCOUNT MANAGEMENT**

- **Established** close and strong relationships with key account customers.
- **Developed** a deep understanding of Customer business, supply chain, business stream, and challenges to identify opportunities and recommend a suitable offer.
- **Planned** commercial growth of key accounts including sales planning, forecasting, and operational follow-up.
- **Upsold, cross-sold, and drove** organic growth opportunities for AMOS in-house brand "ALCONA".
- **Built** a continual Sales Pipeline and monitor the project tenders diligently whilst updating internal stakeholders

#### **MARKET ANALYSIS**

- **Kept up** to date on market trends, market dynamics, and industry changes.
- **Reviewed & Adapted** sales strategies, **kept** abreast of market trends, and **updated** as well as those of competitors

02/ 2020 – 09/ 2021

#### BUSINESS MANAGER

DAHER AEROSPACE LTD, SINGAPORE

*Function: As part of Packaging Engineering Services, I assist Rolls Royce Singapore for continuous improvement within logistic environments (identifying, prototyping, introducing, and maintaining cost saving initiatives).*

#### **KEY ACHIEVEMENT**

- Cost saving of GBP 1.4 million in 2021 through packaging improvement.

#### **PACKAGING AUDIT**

- **Planned** and **managed** regular audit on supplier packaging to ensure compliance as per customer and international standard.
- **Identified** and **provided** recommendation on non-compliance

#### **SOURCING**

- **Identified, evaluated, and negotiated** with local suppliers.
- **Liaised** directly with suppliers, communicating packaging and specifications.
- **Built** and **managed** the relationship with suppliers to drive consistent and timely delivery of products at competitive costs

#### **ACCOUNT MANAGEMENT**

- **Developed and strengthened** relationships with key stakeholders in the RR organization.
- **Served** as the main point of contact for feedback from customer in Singapore and ensure that their issues are resolved in a timely manner.
- **Identified** opportunities and **proposed** solutions that lead to business growth and process improvement.
- **Prepared** technical and commercial proposal on identified opportunities and customer RFP

Function: In charge of Business Development, awareness and expansion of Sheffield in Middle East and Southeast Asia

**KEY ACHIEVEMENTS**

- **Set up** legal entity in Doha.
- **Established** partnership in Brunei and in Uganda

**BUSINESS DEVELOPMENT**

- **Identified** and **visited** new prospects to develop relationships and **generated** business opportunities in Middle East and Southeast Asia.
- **Maintained** and **developed** commercial opportunities with existing clients.
- **Mapped** key decision makers for effective Customer Relationship Management.
- **Identified, organized & coordinated** relations with local partners.
- **Drafted** technical and commercial proposal in response to call for bids.
- **Maximized** sales and profit through effective negotiation of contracts and Supervise contracts execution.
- **Provided** market intelligence for competitors and upcoming projects under my geographical perimeter.

02/ 2012 -01/2018 **INTERNATIONAL BUSINESS DEVELOPMENT MANAGER**

BUREAU VERITAS I&amp;F DIVISION, CHINA

Function: Responsible for the development and profitability of the Crane overseas activities, targeting Port Operators, Port Authorities, Engineering Procurement Company, and Transport consultant around the world

**KEY ACHIEVEMENT**

- Increased overseas revenue by 230% over 6 years.
- Won the Top Project Sales Year 2013 - ASYAPORT Project (US\$ 600 k).
- Developed world's TOP 5 Port Operator (HPH and TIL).
- Opened new markets with a leading position in Egypt and Brazil.
- Involved in major overseas projects: Liverpool 2 (UK), ASYAPORT (Turkey), HAMAS Port (Doha).

**BUSINESS DEVELOPMENT AND KEY ACCOUNT MANAGEMENT**

- **Executed** the sales plan including contract terms draft, negotiation, account development and **followed up** with high-level business leaders, VP, engineering manager, and decision- makers.
- **Managed** existing overseas clients (Middle East, Asia Pacific, Africa, Europe, South America) and **opened** new accounts worldwide.
- **Identified** new international projects and provided solutions to customers.
- **Developed** support tools for the sales & marketing.
- **Promoted** BV brand and services (Exhibition TOC Europe/Asia/ Americas, Seminar, and articles).

**PROJECT MANAGEMENT AND GLOBAL COORDINATION**

- **Elaborated** technical & commercial proposals including cost analysis (Fix and Variable cost) to generate maximum gross profit.
- **Communicated, assisted, and coordinated** BV cross-country projects for crane conformity Assessment services.
- **Monitored** project progress manpower consumption and payment schedule

**MARKETING**

- **Market analysis** (competition & market trends).
- **Developed new** services (OPEX services and consulting services).

01/ 2009 – 01/ 2012 **CUSTOMER RELATIONSHIP MANAGER**

SHANGHAI SOURCING &amp; ENGINEERING, CHINA

Function: Manage relationship and interactions with a portfolio of French, English and Canadian customers, and potential prospects to improve the retention and profitability of those accounts

- Customer Relationship Management (**coordinated** project, **identified** customer needs, and **provided** solutions to issues occurred during production).
- **Prepared** proposal, **negotiated** with customers, and **followed up** orders till delivery.
- **Evaluated** suppliers based on price, quality, and delivery speed.
- **Developed** French sales and promotion tools: (website, catalogues...).

**EDUCATION**

2006 - 2007

**MASTER DEGREE IN BUSINESS MAJORED IN PURCHASE AND INTERNATIONAL TRADE**

France

I.U.P., UNIVERSITE JEAN MONNET – PARIS SUD.

2004 - 2006

**BACHELOR DEGREE IN INTERNATIONAL TRADE ASIAN MARKET ORIENTED**

France

I.U.P., UNIVERSITE VAL D'ESSONNE.

**LANGUAGE**

- French Native
- English Fluent (spoken, written) – current working environment
- Spanish: Limited working proficiency
- Mandarin Chinese Elementary proficiency

**COMPUTER SKILLS**

- Knowledge of Microsoft Pack Office /
- Microsoft Power BI / CRM Salesforce

**INTERESTS**

- Travelling: South America, Europe, Asia, Usa And Africa
- Scuba Diving: Advance Open Water Certified
- Triathlon And Muay Thai
- Member Of Les Apprentis Comediens (amateur dramatics)