

# Eric Flechet

## Director Sales and Marketing

Miami Shores, FL 33138 -USA

[eflechet@hotmail.com](mailto:eflechet@hotmail.com)

305.318.8918

**Sales and marketing leader** with proven understanding in managing and improving performances of a profit center and building trust and fostering client relationships. Enthusiastic about coaching and leading people to reach their A-level performance. Effectively led cross-functional teams, within various cultural and economic environments and successfully increased revenues and market shares growth internationally.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

### WORK EXPERIENCE

#### **Director Sales and Marketing – Power Generation**

**2019 - 2020**

GENERAL POWER, Miami, FL.

Led Sales and Marketing activities

- Planned directed and monitored the sales objectives for the team
- Maintained weekly meeting to review sales objectives and insure training
- Provided technical and financial for large projects. Retained a \$5M deal for Oil and Gas industry
- Established pricing strategy
- Added new vendors in the portfolio of the company
- Trained sales team on products and Zoho CRM
- Developed and implemented processes to automatically assign leads the CRM
- Implemented product description and quotes process through the CRM
- Worked with digital marketing vendor to create marketing assets, develop marketing campaigns, and review AdWords, CPC, CRO, SEO.
- Managed \$14M Profit & Loss

#### **Branch Operation General Manager – Automotive Industry**

**2017 - 2019**

CUMMINS Inc, Miami FL

Managed sales and services operations and customers relationships.

- Managed \$39M Profit & Loss. Overachieved Annual Operational Plan for 2018 and increased revenues YoY by over 20%.
- Hired a new service management team to improve customers' satisfaction and technicians' efficiency. Conquest back Miami Dade Transit business and increase technicians' efficiency by 15%.
- Developed and maintained business relationships with customers, driving new customer development.
- Directed compliance with health, safety, and environmental standards and trained employees on safety.

#### **Director Sales and Marketing – Power Generation,**

**2014 - 2017**

CUMMINS Inc, Johannesburg, South Africa,

Led Power Generators sales and marketing activities for Africa and Middle East Dealers network. 50 countries.

- Managed \$72M P&L for the dealership network for Africa and Middle East.
- Developed and implemented with the leadership team comprehensive market strategies geared for growth.

- Led strategic cross-functional effort to achieve business growth over 5 years from \$70M to \$180M.
- Hired and managed a remote team to support the distribution network in Africa and Middle East.

**Global Director Sales and Marketing- Power Generation, 2012 - 2014**

CUMMINS Inc, Minneapolis, MN,

Led Power Generators global sales and marketing activities for a products range.

- Profit & Loss responsibility for a product segment globally (\$175m).
- Developed and implemented market strategies for the Residential Light Commercial product segment.
- Worked with Cummins Power Generation entities worldwide to achieve revenue growth objectives, to increase market share, and to sustain profitability target.
- Led global cross-functional effort to achieve the segment growth for the next 5 years to reach the \$240m.

**Vice President of Sales LATAM and Caribbean – Mining 2011-2012**

EYMAQ Inc, Miami, FL

Led sales and marketing activities and managed customers and vendors relationships.

- Source of knowledge and experience for the board of director members,
- Identified and evaluated new business opportunities to broaden a merchant base and to deliver additional revenues to the business through partnerships, service enhancements, product portfolio and pricing changes.

**Deputy Director for the subsidiary – Power Generation, 2007 – 2011**

KOHLER/SDMO, Miami, FL

Led services and aftersales activities for LATAM and the US.

- Managed after sales and service, and spare parts department for South America and the Caribbean. Increased sales a 70% from \$1.5M to \$2.5M.
- Managed staff hiring and training. Established metrics indicators to evaluate employees' performance and ensured that each personal get access to the proper training.

**Business Unit Director – Power Generation, 2004 – 2007**

KOHLER/SDMO, Sao Paulo, Brazil

Managed manufacturing operations and sales for Brazil and South America.

- Profit & Loss responsibility for the manufacturing operation (\$20m).
- Managed the factory budget, finances, sales and marketing strategy.
- Managed and developed export sales in South America from \$0.5M in 2003 to \$5M in 2004.
- Represented the parent company for business and employment litigations, working with tax auditors to secure and retrieve \$1.5m in accrued state taxes.

**Business Unit Director – Power Generation 2000-2004**

KOHLER/SDMO, Miami, FL

**Regional Sales Manager Latin America & Caribbean's 1994-2000**

KOHLER/SDMO, France

**SKILLS**

Management Experience | Sales Management | Operations Management | Marketing | Sales Strategy | Business Development | Customers and Vendors Relationship | Account management | Financial Analysis and Reporting | Team Leadership | Decision Making

## LINKS

<https://www.linkedin.com/in/eric-flechet>

## EDUCATION

### **Master of Business Administration (MBA)**

International Strategy, Marketing, Finance, Accounting, Operation management, Supply Chain  
Florida International University (FIU), Miami, FL

### **Master of Engineering in Electronics and Computer Science**

ESIGELEC (Engineering School), France

### **Bachelor's degree in Mathematics and Sciences**

Gerville Reach' s college, France

## CERTIFICATIONS

**Six sigma** green belt

**Marketing and financial analysis**, FIU

**Strategic Supply Chain Management**, FIU

## LANGUAGES

Fluent in **French**, **Spanish** and **Portuguese**