

Jonathan OUZIEL

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Age: 45



Sales & New Business Development Manager
More than 16 years of experience in the Packaging industry

WORK EXPERIENCE

- 2021 (2025)** ***Sales & New Business Development Manager - CORADIN***
- **Implementation of the sales development** policy for cosmetics and pharma areas
 - In charge of the **new business development** (EMEA area)
 - **Sales** of packaging products : droppers, caps and closures, spatulas, and specific developments etc.
 - **Competitive and Market intelligence. Promotion** on social media
 - **Visit of International tradeshowes and convention** to organize sales meetings with clients.
- January 2019 (October 2020)** ***Sales & Marketing Events Consultant - European Aerosol Federation and Aerosol Europe***
- **Implementation of pricing policy** for the European Aerosol Federation's trade fair
 - **Sales** of booths and sponsorship
 - **Creation of sales collateral** (brochures, leaflets, etc.), newsletters and e-mail campaigns
 - **Promotion** on social media and in charge of the content of the conference programme
- 2015-2018 (Until April 2018)** ***Development Manager, Europe, America, and Asia – Easyfairs - Artexis Group - Paris***
- **Creation and launch** of packaging industry tradeshowes & conferences (Paris, New York and Shanghai). Definition of the worldwide sales offer and strategic planning.
 - **Stands sales, over 600 exhibitors**, sales of advertising space (brochure, website, sponsorship), sales tracking. (*loyalty rate of 85% every year*).
 - **Competitive and Market intelligence. Promotion** of events and tradeshowes on social media
 - **Management** of two sales assistants.
- Sales revenue: 5,500K €, 600 exhibitors, turnover growth of 60% within two years.*
- 2010-2015** ***Sales Development Manager – Oriex Communication – Conferences/exhibitions***
- **Organisation** of conferences & exhibitions in the **packaging** field in Paris
 - **Conception and implementation of commercial offers**: targeting, newsletters and e-mail campaigns for exhibitors and potential clients.
 - **Business Development**, sales of stands and advertising space, tracking.
- Sales revenue: 2,600K €, 320 exhibitors, turnover growth of 90% within three years.*
- 2007-2010** ***Marketing Manager – Oriex Communication - Le Pré Saint-Gervais, Conferences/exhibitions***
- **Direct Marketing**: Implementation of Marketing campaigns (Newsletters and e-mailing) to exhibitors, packaging suppliers and brands' visitors.
 - **Partnership development**: research for new partners (packaging press and websites)
 - **Communications**: production of communications tools (brochures, documents announcing the shows, press releases and update of the website, promotion on social networks).

EDUCATIONAL BACKGROUND

- 2004-2005** **MBA in Marketing, Communication and Commercial strategies**
International Marketing specialisation – I.N.S.E.E.C Business School - Paris
- 2003-2004** **Master's degree in administration & business management**
Paris XII – Créteil University
- Languages** **English**: advanced level, **German**: academic level

Computing Use of software: **Word, Excel, PowerPoint, Access** and **Outlook**.
Management and customer database software: **Sales Force** (good level)
Marketing tools for newsletters and e-mailing: **BREVO** (good level)
Certificates in Digital Marketing: **Search Engine Optimization SEA/SEO** and **Community Management**

ADDITIONAL DETAILS

Trips	Indonesia, Madagascar, India, China, Thailand, United States, Morocco, and Europe
Areas of interest	Reading, contemporary and world music, photography
Others	ADF&PCD New York 2016 and AEO Excellence Award for “Best Tradeshow Launch”