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Pierre LIBOIS LAVALLEY

September 5th, 1979

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Skype: P2LCG14
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International profile, double expertise

Marketing Manager
&
IT Project Manager - Business Analyst



EDUCATION

Business School "ESC Tours" 2002 - ESCEM (FBS group)

September 1999 to June 2002. Tours, France.

Services Marketing & Automotive specialisations

"Mobility concept & offer" automotive thesis, Electric Vehicles promotion with PSA Peugeot Citroën.

PEUGEOT - "Peugeot.Pays" Internet Project Manager Assistant

01/2002 - 07/2002. Paris, France.

End of studies training

Peugeot.co.uk roll out & Peugeot.fr daily operations: marketing and IT interface.

PANEL ON THE WEB - Webmaster & Partnerships Manager

04/2000 - 08/2001. Paris, France.

Training and Apprenticeship Business School ESC Tours.

Web and Business Plan set up. Customers contacts : Danone, M6, Bouygues Telecom.

WORK EXPERIENCE

FAURECIA Automotive Seating

Since July 2011. Caligny, France.

Global Product Manager "Automotive Seating Mechanisms"

Mission: Global mechanisms products range management, 20% of vehicles in the world with Faurecia's mechanisms (700M€).

Result: 80% of the products range renewed, meaning 10 to 15 years of R&D and production.

Product Plan, Benchmark, Innovation, Communication, R&D, Business Intelligence, Direct and cross Management.

LEXUS Europe, a TOYOTA Motor Europe division

March 2008 to April 2011. Brussels, Belgium.

Project Manager - Business Analyst "Customer Experience Management" CRM

Mission: European roll out of the "Lexus Experience" project.

Result: 12 countries rolled out about the satisfaction & recommendation measurement (NPS).

European call centers tool, online reporting & CRM action plans. Cross Management.

CRM consulting agreement as freelance.

PSA PEUGEOT CITROËN

May 2003 to December 2007. France & Belgium.

Project Manager CRM European databases - Business Analyst

05/2005 - 12/2007. Paris XVII, France.

Mission: Business analyst (IT) and Marketing expertise for 6 clients/prospects databases Peugeot & Citroën: Germany, Italy and Spain.

Direct Marketing, CRM, Business Analyst, Datamining, Direct and Cross Management.

Result: CRM campaigns targets optimisation, databases "ROI" and fixed costs culture.

IT offshore experiences with India (Infosys) and Argentina.

Product Manager

05/2003 - 04/2005. Brussels, Belgium.

Mission: C4, Xsara Picasso, C4 Picasso, Xsara, Xsara break et Jumper ranges management ; Product life, mix & prices.

Result: C4 and C4 Picasso launches. Discount offers benchmark set up (Ipsos).

CRM Project Manager for dealers operations

05/2003 - 04/2005. Brussels, Belgium.

Mission: Set up of a CRM application: salesmen, customers and dealers management tools.

Result: Project roll out for Brussels region Citroën's owned dealers: set up, FR/NL translations, training & follow up.

SKILLS

Management

Direct and cross management
Product & Services Management
Customer Relationship Management
Project Management (incl. team, budget)
IT solutions, business analyse, set up and roll out
International perimeter, offshore providers
Innovation process

IT

OSs & Office tools (expertise MS Excel, Access)
Database management
PM tools: MS Project, GanttProject
BI and Collaboration tools: BO, Spago, Sharepoint
Web: HTML, PHP, MySQL, Dreamweaver
Private data legal impact

Technical & Industrial

Automotive Industry processes
Basics in assembly lines set up
Engine basics, cars restoration.

Languages

English: fluent
Spanish: daily spoken until 2007

INTERESTS AND ACTIVITIES

Passion

Automotive, modern and classic: Austin Mini restoration and strong interest for classic english brands.

Sports & Culture

Running, Golf, Squash, Tennis, Sailing and Surfing. Kites: all types, conception, making and utilisation.
Economic and political subjects, do-it-yourself (house), Photography (<http://gallery.libois.com>).