

# CHARLES CARRARD

26 years old, French and Swiss nationality, Single  
Beijing : +86 134 39 44 11 03  
Reims : +33 6 25 44 48 21  
Mail : ccarrard@gmail.com

Area Manager Asia Pacific and Oceania,  
LANSON Group, 2 years of experience in  
the luxury area in Asia  
Fluent in English and German, with oral  
Chinese skills

## WORK EXPERIENCE

2006 - 2008 24 months	<b>Area Manager Asia Pacific and Oceania</b> , Lanson International Also in charge of Germany, Switzerland and Nigeria <i>Leading the pan Asian development</i> <ul style="list-style-type: none"><li>- Exploring and developing the brands Tsarine and Chanoine,</li><li>- Establishing the strategy in each country,</li><li>- Markets forecasts and analysis,</li></ul> <i>Initiating new marketing campaigns</i> <ul style="list-style-type: none"><li>- Developing marketing of luxury products to specific countries,</li><li>- Creating a brand image by specific actions,</li><li>- Creating and publishing a newsletter sent to all the importers,</li><li>- Marketing of the brand Tsarine, with new labels on the bottle e.g.,</li><li>- Recast the Tsarine website,</li><li>- Brand Ambassador with champagne events,</li></ul> <i>Management</i> <ul style="list-style-type: none"><li>- Sales training, hotel staff training,</li></ul> <i>Negotiation</i> <ul style="list-style-type: none"><li>- Negotiating and preparing the contracts,</li><li>- Establishing administrative, logistical and legal procedures,</li></ul> <i>Achievements</i> <ul style="list-style-type: none"><li>- Japan, Australia, China, Singapore, Malaysia, Hong Kong, Laos, Thailand: outstanding sales growth - turnover 2007 (vs 2006): + 120% - average price: + 28%</li></ul>	Beijing
2003 - 2005 Work alternate arrangement 26 months	<b>Marketing Event Manager</b> , IBM France Key Tasks: Roland Garros and the HPC in Monte Carlo <ul style="list-style-type: none"><li>- Recruiting and managing a team of 10 collaborators,</li><li>- Managing projects and post-event analysis of accomplished tasks,</li><li>- Internal communication and events coordination,</li><li>- Managing and developing databases, following the customers income,</li><li>- Establishing a new reservation process and registration of clients, for the 20<sup>th</sup> birthday of partnership between IBM and the French Tennis Federation</li></ul>	Paris
2003 & 2004	<b>Flight attendant</b> , Air France	Roissy
2000 - 2003	<b>Many summer and part time jobs</b> Consulting, Semiskilled worker, in charge of reception in a bank agency	Reims Lyon

## ACADEMIC QUALIFICATIONS

2006	<b>Master Of Science in Management</b> - Passed with Merit Sup de Co Reims (Reims Management School - EQUIS, AMBA, ACCSB accredited) <b>Thesis</b> : « Organizational impact of Communication and Information Technologies in enterprise»	Reims Reims
1999 - 2002 1999	<b>Summer Program</b> (University Of International Business and Economics) <b>Preparation classes</b> for business school entrance examination (Lycée du Parc) <b>Baccalauréat</b> in Mathematics, Physics and Biology - Passed with Merit	Beijing Lyon Lyon

## SKILLS AND QUALIFICATIONS

<b>Languages</b>	French: mother tongue, English and German : fluent, Chinese : spoken
<b>Computer literacy</b>	Proficient in using Microsoft Office (Excel, Word, PowerPoint, Access) and in creating websites (HTML, PHP, CSS, XHTML, MySql, Web 2.0...)

#### EXTRA - CURRICULAR ACTIVITIES

2006	<b>Team Leader in the strategy game Euromanager</b>	Reims
2002 - 2006	<b>Founder and president of students' associations</b>	Reims
	- RMS 4U <a href="http://www.rms4u.fr">www.rms4u.fr</a> (founder / president)	Lyon
	- ACCES <a href="http://www.accesreims.net">www.accesreims.net</a> (president)	
	- Les Epiciers du Parc ! <a href="http://www.epiciersduparc.net">www.epiciersduparc.net</a> (founder / president)	
	- Students office, Lycée du Parc (president)	

#### INTEREST AND ACTIVITIES

- Keen photographer (exhibition in Beijing)
- Extensive travels (trekking)
- Multi discipline IT knowledge (creation of several web2.0 websites)
- Passion for China (literature, history, antics...)

#### FOR REFERENCES, PLEASE CONTACT

**Daniel Vershaere**

Head of Marketing and communication INEUM CONSULTING  
dverschaere@ineum.com

**Pascal Choquet**

Head of Sup TG, Management School (Reims Management School)  
pascal.choquet@reims-ms.fr