

Yannick Cochard

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Hertfordshire

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Date of birth : 2th November 1965

Single

EDUCATION

Secondary Education :

A level of art work constructions

Higher Education :

1988-1989 Sales force institute, International chamber of Commerce

Specialization in Retail and Do it yourself market

1985-1987 Degree in building design in Paris

WORK

EXPERIENCE

From 2012: Consultancy on Powered Access Market's UK

February 2011: Category Manager High work and handling **KILOUTOU** (Rental business in construction, industrial Services). Management of 10 regions, Creation and application of several marketing tools (mapping, target identification)

July 2009-January 2011 : External consultant for rental construction companies. Side products development (Support to big accounts (**Eiffage, Bouygues Construction, main contractors, Industrial sites**), support for business agreements, training of distributor network (**DIY Market**))

February 2009-June 2009 : Area manager at **WC Loc** (chemical toilets rental for professional)
Company re organization, recrutement and training management, company image development.

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August 2007-July 2008 : Business support to **IPAF (International Powered Access Federation)**

Security advise Communication toward local business organization on high lift equipment, search for extra partners and side products range.

May 2003-June 2006 : Sales manager at **DK RENTAL/LAVENDON** (high lift machine rental business). 50 employees 31 M€, Turnover France 2005 = 5 M€. Creation of the French entity (building, recrutement, customers...), Product definition and selection for French market (**Haulotte, Génie, JLG, Manitou**), customer segmentation (construction, maintenance, logistics...), business intelligence (data base creation), team management (sales and engineering), sales development of big accounts (**Vinci, Suez, Eiffage**).

November 1999-May 2003 : General manager at **POWERED ACCESS SERVICES**, subsidiary of British rental holding company, turnover 3.5 M€. Définition and business development of customer accounts (1300 accounts), contracts negociation, recrutement (20 people in sales and engineering), customer segmentation (construction, maintenance, logistics)

November 1990-December 1999 : District sales manager at **CHANTELLE/PASSIONATA** (female underwears). Animation of network (150 retail distributors), team collaboration with marketing and merchandising department, company image application.

LANGUAGES

PERSONAL INFORMATION

French : mother tongue

English : solid working knowledges

ADDITIONAL INFORMATION

European and US travels

Visiting exhibitions in the rental's market

Reading everyday's professional press

Playing tennis and golf