



Fabrice FERRER

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Executive Director Dallmayr Suisse Romande . Purchasing Director Dallmayr Switzerland . Board member

Organized and oriented results

Expert in negotiations

Business Plan / Dashboards

Project and Team management

Back margin management



At 55, I have a master's degree in business management and a university diploma in property management and transactions. I have supplemented my training through my professional experience, particularly in the creation and development of commercial concepts, network management and the commercial and financial management of profit centres.

I'm passionate about business, making contacts and negotiating, and I've been able to develop my purchasing skills in the retail sector (Carrefour) and on my own account.

I am currently Director for French-speaking Switzerland for Dallmayr and Supply Chain Director for Switzerland. Previously Purchasing and Logistics Director (230 suppliers, 60 million in purchases, 8,000 customers) for the companies Bevanar / Dorga and CDD, as well as for the catering group Novae (Caterer Roman now SODEXO) where I was also operational manager for the vending division (machines = 500 turnover 2.5 million).

Familiar with all negotiation techniques (public and private tenders, reverse, challenged and volumetric auctions, etc.) at local, national and international level, I have been able to set up partnerships, develop inter-company purchasing synergies and position myself in terms of sustainable development, health, proximity and CSR.

As an expert in back-margins management, I know how to manage, anticipate and forecast fluctuations in results.

SKILLS

Purchasing and Supplies

- Management of exclusive or branded local, national and international contracts and partnerships (MMD)
- Management of purchasing dashboards and objectives
- Management and implementation of supply circuits
- Management of invitations to tender according to specifications (public, private) / Reverse auctions
- Back margin management
- Creation of private label channels
- Management of scheduling and sales statistics
- Forecast, landings,
- Integrating proximity, fair trade and sustainable development

Sales and commercial strategy

- Commercial negotiation and contracts
- Defining commercial and communication strategies
- Drawing up the annual sales action plan
- Drawing up sales strategies
- Setting up a business model and sales innovation
- Customer portfolio management
- Drawing up budgets

EDUCATION

Master's degree in business administration and management (AGE)

UNIVERSITÉ MONTPELLIER U1

September 1994 to June 1995

Managing a business with a marketing option

Institute for Construction and Housing (ICH)

ICH MONTPELLIER U1

September 1993 to June 1995

Real estate management and transactions

Master's degree in business administration and management (AGE)

UNIVERSITÉ MONTPELLIER U1

September 1993 to June 1994

Managing a business with a marketing option

Commercial and financial management of profit centres

- Application and monitoring of sales policy
- Sales leadership / Team management (e.g. 200 employees)
- Monitoring of up to 60 operating accounts (Carrefour Ile de France)
- Supply/asset management (furniture, property, services)
- Customer care
- Drawing up/guaranteeing budgets

Network management

- Dissemination/monitoring of sales strategy
- National development of a brand
- Coordination of training plans
- Organising and running regional meetings
- Advice and support for business development
- Developing commercial synergies

Languages

- English
- Spanish
- Arabic
- Neerlandais



Informatique

- Pack office Excel PPT WORD ACCESS
- Prezi
- ERP / SAP



EXPERIENCES

Subsidiary Manager for French-speaking Switzerland / Supply Chain Manager for Switzerland Dallamayr - Since April 2020 - Switzerland

Purchasing and Operations Director

Bevanar SA + Dorga SA + CDD Suisse - November 2018 to March 2020

- Supplier management for 3 companies (230)
- Cat Man team management (5 employees) for the 3 companies
- Logistics team management (30 employees)
- Sales administration team (5 employees)
- Key account management
- Management Committee members

Purchasing Manager

Pomona Suisse Dfood - May 2018 to October 2018

- Supplier management (contracts and negotiations)
- Supply team management
- Structuring the National Assortment Trunk

DEUG economic and social administration (AES)

UNIVERSITÉ MONTPELLIER U1

September 1991 to June 1993

Diploma of general university studies BAC + 2
Training in private and public law, economics, maths, statistics.

Bac B

LYCÉE MONTAURY

July 1990

Bac général B economic stream

Corporate Training

NOVAE RESTAURATION SA

- Non-verbal communication: synergology techniques
- The art of persuasion
- Mind Mapping
- Prezi

Corporate Training

CARREFOUR

Management

Day-to-day social regulations - ally strategy -
social partners
-Management functions

Fresh produce training

-Training in fresh produce (charcuterie, cheese, delicatessen, fishmonger's, fruit and vegetables, butcher's, bakery and confectionery)

Combat marketing

-Study of Carrefour's marketing strategies and those of its competitors.

-Combat marketing module

Selling / Negotiating purchases

-Sales and marketing techniques
-Pricing
-Negotiation Module 1, 2 and 3

INTERESTS

Sport

- Rugby
- Krav Maga

AUTOMATED PURCHASING and DISTRIBUTION MANAGER



**NOVAE RESTAURATION SA - January 2012 to July
2017 - Full-time - Gland - Switzerland**

- Creation and deployment of Novae's snacking concept
- Purchasing Manager (60 Million Purchases, 130 Suppliers)
- PLC Manager (500 machines, 56 customers)

Assistant Manager

SCI FLF - Since August 1991

- Construction of a 9-apartment project for sale.
- Restructuring SCI

FOUNDER / OWNER

**SARL OZE / HOLDING OZE - February 2008 to October 2011
- Montpellier**



- Creation of the concept and holding company (7 restaurants)
- Brand management, development, sales outlets

REGIONAL HEAD

**CARREFOUR FRANCE - September 2005 to December 2007
- Full-time - PARIS IDF - France**



- In charge of fresh produce concepts in Paris (60 Hypers)
- Setting up tests and developments
- Sales development, margins and best practices
- Operational referent

PURCHASING / DEVELOPMENT FRESH PRODUCTS (expat)

**CARREFOUR BELGIQUE - September 2001 to September
2005 - Full-time - BRUSSELS - Belgium**



- Introduction of fresh produce standards (54 Hypers / 70 Supers)
- Coordination of purchasing teams and fresh produce managers
- Setting up fresh produce concepts and schools
- Optimization / Negotiation of purchases (prices and back-margins)
- Dashboard monitoring and point-of-sale optimizations

DEPARTMENT / AREA MANAGER

**CARREFOUR PERPIGNAN - November 1999 to August 2001
- Full-time - Perpignan - France**



- Department management/achieving business objectives
- Management of social partners, sector manager development

RESPONSABLE RAYON

**CARREFOUR VITROLLES - February 1998 to October 1999 -
Full-time - Vitrolles - France**



- Formation à la gestion et apprentissage des métiers frais
- Encadrement équipes, achats, gestion centre de profit

ADJOINT ADMINISTRATIF

**CCI AEROPORT NIMES ARLES CAMARGUE - January 1997 to
December 1997 - Part-time - NIMES - France**



SAP, cost accounting, user relations

MILITARY SERVICE

ARMEE DE TERRE - February 1996 to December 1996

Group leader / trainer MILAN, Master Corporal 10 months



ACCOUNTING ASSISTANT

Restaurant Côtés-Sud - February 1991 to January 1996 -

Full-time - St Gilles - France

Administrative and accounting management

