

Loïc CRUZ (27 years)

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Borned : August 11th 1984 // Bourgoin Jallieu (38)
In a relationship



Account Manager

Developing Sales Activity // Operate Communication & Marketing // Resources management
Autonomous, rigorous, dynamic, organized, relational, Bargaining Skills, ability to work under pressure.

Professional Experiences

Since January 2011 : DELL : Account Manager

- **Since 2012 :**
Rhone-Alpes Region : Healthcare sector (Publics and privates hospitals) + Local collectivity (over 20 000 citizen, CCI, CG, etc...).
- **During 2011 :**
Sales developpement of 800 Private & Public accounts for Healthcare sector around South-Est of France
- Council + Storage solution sales (FC, ISCI), network, wifi, Customer positions within Job solution enabling roaming of virtual sessions through SSO Protocole (desktop virtualization, CPS card, etc.).
- **Management and Winning of the National market UNIHA PC: 11 million € during 18 months**
- Typology of clients sent : Publics hospitals (CHU Montpellier, Grenoble, Saint Etienne, Clermont Ferrand, Nice, etc.), Public Assistance of Marseille Hospital (APHM), Civil Hospices of Lyon (HCL), group of clinical (Médipartenaires, etc.), Cancer Center (Paoli Calmette, Val d'Aurelle, Léon Bérard), etc.
- 1^{er} semester 2011 Goal : Turnover=3,2M€ - **Attainment : 157%, 1st of the team**
- 2nd semester 2011 Goal : Turnover=2,5M€ - **Attainment : 241%**

2009 - 2011 : Depan'PC Express (Aix en Pce) : Sales point manager

- Recrutement and management of 4 persons and 20 interns a year long
- Repositionning of the company by emphasizing the « EXPRESS » character : 18% margin
- Sales and services for private person + Maintenance contracts for SMB
- Purchases and negotiation management : 14% Purchases cost reduction, increasing in payment periods from 30 to 60days
- Organisation and internal communication improvement (proceedings, shared agenda, etc.)

2007 - 2009 : Depan'PC Center (Aix en Pce) : Business Development Manager

- Introduction of communication recurrent policy (e-mailing and flyers)
- Development and optimization of the services range (Creating remote maintenance service)

2004 - 2007 : La Boutique Multimédia (Aix en Pce) : Technical Sales

- Customers accounts management (60% Private individual / 40% Professional)
- Customer prospecting : +12% Professional - +8% Private individual
- Hardware Intervention + Software (Microsoft) + Network

Study and Diploma

2009 - Master ESARC EXECUTIVE MANAGEMENT (BAC+5)

ESC Esarc Cefire - Aix en Provence (I graduated first in my class)

2009 – European Master of companies management (BAC+5 - Master FEDE)

2007 - D.E.E.S.M.A : European diploma of Marketing (BAC+3)

ESC Cerfa Optimum – Marseille (I graduated first in my class)

2005 - BTS I.R.I.S : Computing for companies

Lycée Vauvenargues - Aix en Provence

Area of expertise

SALES

Customer Loyalty and Customer account management
Equipment and Services sale with high value-added
Negotiation – Persuasiveness
Projects detection – Customer prospecting

COMPUTER

STORAGE → Before sale guidance, propose solution FC/ISCSI
INFRA → servers optimization
VIRTUALIZATION → Vmware, Hyper-V, selling guidance
SERVICES → project management of services about virtualization, data migration, etc.
SALESFORCES.COM → CRM

CORPORATE STRATEGY

Definition and/or optimization of the company positioning in line with the changing needs of the target.
Purchase optimization management (Reducing stock value, Local supplier localization in order to reduce transportation costs, etc.)

MANAGEMENT

Recruitment
Team Management: Goal definition, Setting up procedure, re-motivation, etc.)
Conflict management

MARKETING

Creation and optimization of service offerings
Target identification and offerings transposition

COMMUNICATION

Communication budget management and transposition from the target (e-mailings, flyers, Yellow-pages, internet website, referencement, etc.)

Languages

Professional English (Scored TOEIC : 780 point) + Spanish school level + Fluent Portuguese

VARIOUS

Professional Thesis : How to implement a quality service in a network?

School Thesis : What future for e-business?

President of Art&Fact Association which aims to help young designers to create real benefits for professionals by Graphics, creating Flyers, Posters, Websites, etc. (www.dpce.fr – www.newtechsystemes.fr)

Mechanical sports : Motorcycle, Karting.

Hobbies : Cinema, New Technology.

Driving Licences Cars & Motorcycle with vehicles