



**Mehdi  
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## Professional Resume

### SUMMARY

With several years of experience in Marketing and Sales, leading challenging projects in different segments of activities and Specialities and this gives me more agility, strategic vision and projects solutions. During the past years, I passed through attractive and very nice stories and interesting records and success. Leadership management practices allowed me and my different teams to success, progress and enjoy together.

In addition to my sales and marketing roles, I get the opportunity to development my expertise and practices in different additional roles: Company incorporation and management, Project development, New products development, Production processing and facilities, Training Academy, Regional export business management, HR process and policies, Finance pricing and PnL management & Reporting, Management Strategy from Feasibility study to Business plan and action plans follow-up.

With the new upheavals of external environment changes and development, I had the chance to lead different Digitalization projects implemented in daily and periodical market management and sales and marketing actions.

Major Sector specialisms: Banking & Ensurances, FMCG Food and Berveages, Baby and Women care, Building Construction : Paint, Aluminium, Plaster and Plasterboards...

Major Countries of expertise: North Africa: Algeria, Tunisia & Morocco, Middle East: United Arab Emirates, Oman, West and Central Africa.

### EXPERIENCE

#### Commercial Director (Sales, Marketing and Training Center)

**KNAUF - Oran - Algeria**

**04/2008 - Current**

- Building Materials - Plasters and Plasterboards Complete Systems Solutions - Production Facilities and Importation and Export Business;
- International and Local Market Leader for Plasterboards systems segments, 62 employees under my responsibility, 100 M Euro Business Sales; 680 Customers;
- In charge of Sales, Marketing and Training centre Departments also by ensuring Continous integration and coordination - Commercial Strategic development plan (all sales segments including RTM Management) - Competition continous monitoring and analyses - Sales and marketing activities plans implementation and followup - System Sales Development (Complete systems offers and new products integration opportunities) - Commercial Excellence and Digitalization projects and implementation; (Pilotege: Retail and Loyalty program applications concept and tools) - One CRM Sales Force implementation and management (Owner and Champion user + Trainer for Algeria and Tunisia) - Responsible for new products development plans (from Idea Project, R&D processes to local implementation all aspects - ensure Procurment, finance, production and sales processes and alignment) - Local Development and Sales management of Knauf Subsudaries Products (**Aquapanel, Knauf Ceiling Solutions ex. AMF, Knauf Insulation** and **PFT** application machineries) - Regional Best Practices sharing and Development. (Asia, Middle East, Africa and South Europe) - Social Media communication Strategy and followup - PR Actions...

#### Consultant - Business Development (Projects and Protective Segement)

**ISAVAL - SAPPEC - Algria**

**05/2017 -03/2018**

- Building Materials - Decorative and Protective Paints (Industrial, Decorative **Isaval** and care refinish coatings) - Local Production and Importation Business;
- Spain and Local Market Leader in Decorative Paints - Mid to High quality products segment;
- Segment Strategies plan and business development - Design new Toute to Market for Projects Direct Sales, setup sales organisation for Projects segments - Assortment selection and positioning - setup a prior technical Team for training follow up and coatings inspections on customer's sites...

#### Commercial Director

**PPG ALGERIE - Algiers - Algeria**

**03/2014 - 04/2017**

- Building Materials - Paints and Decoration - Importation Business;
- International and Local Market Leader (**Seigneurie, Ripolin** and **Sigma** Paints) for High Quality Products and Solutions Segment, 54 employees under my responsibility, 10 M Euro Business Sales; 150 Customers;
- Sales and Marketing – Business Strategic development – National Sales Organization Management (Franchise network – Direct Counters sales – Project sales segment) – Advanced National Projects Team Leader – Marketing activities and local Trade promotion design and implementation – Loyalty painter program implementation – local new products Development and Launches, Launch National Projects Specification Team and activities + establish direct sales to major projects as solution source provider...

## Project Development Manager (Project Contrat)

CEVITAL GROUP

08/2013 - 02/2014

- Building Materials - Aluminium and PVC doors and windows Production Facilities;  
- Business Strategy and development - Project Aquisition faisability and opportunity , Market Feasibility Studies and Business strategy Plans (Project **Alas Aluminium** Algeria, Business strategy **OXXO**) - Project details launch plans and marketing activities - New Managers Training and onboarding business process - Sales development support (a part of consultant team) ...

## Sales & Marketing Manager Algeria - Country Manager

JOTUN PAINTS FZE - UAE

05/2008 - 04/2013

- Building Materials - Protective, Decorative, Powder and Marine Coatings Treatments;  
- Market Leader in MENA Region for Decorative and Powder Coatings **Jotun Paints**, International Leader in Protective and Marine Segements - High quality segment and specified markets, 54pers under my Responsibility, 30 m euro sales;  
- I Joined the regional Export Departement Team in 2008 - before being assigned to the position of Sales and marketing Manager Algeria in charge of Algeria Operations (Country Manager);  
- Export Sales and introduction new market - Partners Selections and onboarding - Market Feasibility study - Business plan - Product Assortment - Production process Plan by Origin - Local products adaptation and certification- Establishment and incorporation process - Organization setup - Recruitment and training - Sales and marketing - National Dealer Network implementation (assessment, contracting & follow up) - HR,Finance and other local policies adaptation and control - New products internal and external launch - Grew sales and boosted profits, applying proactive management strategies and enhancing sales training - Trained and developed new hires in company processes, product knowledge, customer service and selling techniques - Enhanced product presentation and promotional material displays, working alongside retail representatives - local representation in front the bank, taxes, social security, trade minister, authorities, embassy, management of the local Jotun Entity...

## National Sales Manager - Country Manager Interm.

FINE ALGERIA - NUQUL GROUP JORDAN

01/2007 - 05/2008

- MENA Market Leader in Papers Tissus Markets - Baby Diapers; Femal Pads; Napkins; Kitchen tower, **Tissus Fine..**  
- Board of Director - Country Manager Interim - Sales and marketing Management Strategies - sales department setup - distribution network setup - sales conditions & terms - dealer's assessment - incorporation and follow up - national assortment and positioning process - SalesTeam Recruitment and Training (direct & indirect sales) - Leadership Management - others strategic management of the country.. (market leader paper tissues market)

## Sales & Marketing Director

FADERCO GROUP

09/2005 -01/2007

- Baby and Mothers care products FMCG - Baby Diapers and Femal Pads Products  
- Local Market Leader in Femal Pads and Baby Diapers Markets - 18 employees under my responsibility - 115 M Euro business;  
- Setup a new sales & marketing organization - enlarge the distribution to direct sales as new Road to Market Strategy - ReBranding Major Group Product and Processes (**Amane to Awane**) (Product Ranges Enlargement and New offers implementation) - Marketing and Media Strategies and plan - sales force recruitment and training - marketing and sales development

## Marketing Director

PROMASIDOR - Ex WONDER FOODS

09/1999 - 08/2005

- Fast Moving Consumer Goods - Milk **Loya** , Powdered Juice **Amila**, Coffee and food enhancements Segments - Major Local Production Facilities and export businesses;  
- Africain 28 countries and Local Market Leader in Powdered Milk, and Carbonated Soft drings Segment - 15 employees under my responsibility - 50 M Euro Local Business after 2 years establishment;  
- Fesability Study and Commercial Strategy Development Plan - Participate in the incorporation and recrutment processes - Other Departement Development Support (Plant construction, Production, Laboratory, Local regulation and Control and R&D, Finance, IT, Sales ) - Marketing Strategy Plan and activities - Launch Multiple Marketing Direct actions and activities, Brand development from Scratch - New Products and Market Segments development and followup - Mershadising and shop in shop Strategies, action plan and followup - Sales Force Trainings - Active Sales Support (Marketing Drive) - New Product Design layout and Branding - Participate in Regional Products and business launches and acquisition (Milk Powder "**Loya**" & "**Cowbell**", CSD "**Amila**" & "**DOP**", Food Enhancement "**Onga**", Black and Green Tea "**Top Tea**" & "**Chaijaba**" and Co ee "**Promacafe**") - Continous Market Reserch and monitoring...

## EDUCATION & CERTIFICATION

### COMMERCIAL ENGINEER

ISSEC PARIS | 1996

### MARKETING BACHELOR

EFTG ALGIERS | 1994

### KNAUF LEADERSHIP DEVELOPMENT PROGRAM

EXILIENCE PARIS | 2022

### LEADERSHIP MANAGEMENT (JIMT)

DARREN TOMS - DUBAI | 2013

### PAINTS SALES FORCES TRAINING 1 + 2

DUBAI | 2009

## PROFESSIONAL SOFTWARE SKILLS

Microsoft Office 360

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Corel Draw

SAP - ERP

Sales Force - CRM

## LANGUAGES

FRENCH

ARABIC

ENGLISH