

Laurent OGIER

 43 years old; married  French  Beijing (China)

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 Clean Chinese driving license (C1)



Profile

Results-driven Executive with 15+ years of experience in industry and international B2B. Solid business acumen and agile leadership combined to cross-cultural and crisis management skills to drive an organization towards growth, optimization and performance. Thrive at supervising, federating and motivating teams efficiently.

Work Experience

 2021.12 – 2025.01  Jinan (China)

General Manager

PEUGEOT MOTOCYCLES | Joint-Venture | Motorcycle

- China Plant Director (+350 employees, 70MEUR), managed operations, P&L, KPIs and budget.
- Established strategic partnerships, sales & marketing plans for the Chinese market.
- Identified opportunities for growth and efficiency improvement.
- Reported to JV Board of Directors; improved overall relationship between shareholders.
- Member of the Executive Committee of Peugeot Motocycles Groupe.

 2018.04 – 2021.04  Zhenjiang (China)

General Manager

RAYDIAL | Joint-Venture | Automotive

- Defined and implemented the company's strategy, budget & business plans.
- Controlled company's costs, accounts receivable and ensured the overall profitability.
- Led business development, created partnerships and localized production.
- Hired, trained, mentored and motivated staff for effective performance.

 2011.09 – 2018.04  Zhenjiang (China)

Key Account & Business Development Manager

ARAYMOND | WFOE | Automotive

- Processed RFQ and negotiated contracts with 50 Tiers.
- Established sales strategies, budgets, reporting and Key Account Plans.
- Developed new markets (trucks & 2-wheelers) and acted as Field Application Engineer.

 2008.03 – 2011.08  Hangzhou (China)

Business Development Manager

Freelance | DIY

- Sourcing and trading.
- Suppliers' quality control and inspections before shipments.

 2007.01 – 2008.03  Illzach (France)

Export Area Manager

NEWTEC BAG PALLETIZING | WFOE | Machinery

- Handled RFQ and contracts from sales agents in Asia, Africa and the UK.
- Prepared and attended international exhibitions.

Education

 2006  Avignon (France)

Master Management & International Business

Specialized in Negotiation | University of Avignon

 2005  Cambridge (UK)

Bachelor of Arts (Hons) European Business

Anglia Ruskin University

 2002  Grenoble (France)

"BTS" International Business

2-year course focusing on Import-Export, Marketing & Logistics | Louise Michel high school

Key Skills

JV & Stakeholder Relationship Management
Strategic Partnerships
Operational Efficiency | Production Localization
Data-Driven Decision Making
KPI & Performance Management
Leadership | People Development
Cross-Cultural & Interpersonal Communication
Sales | Negotiation | Business Development
Customer Satisfaction
Supply Chain & Procurement Strategy
P&L Management | Budget & Cost Control
Long and Complex Life-Cycle Management
Change Management & Crisis Resolution
International Projects Coordination

Microsoft Office | Internet tools | SAP CRM


Personality

Diplomatic | Pragmatic | Proactive | Analytic |
Team Player | Entrepreneurial | Servant Leader |
Problem Solver | Out-of-the-box Thinker

Languages

 **English** | Fluent

 **German** | Professional proficiency (B2)

 **Mandarin** | Intermediate (B1/HSK4)

Hobbies

Basketball

30+ years of practice | Coaching | Refereeing