

CvD Consultant

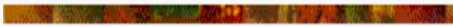
**What if our experience and skills
would be made available to serve
your ambitions...**





STRATEGY

- Questioning / strategic positioning
- trades analysis
- Weak signals perception
- Diversification / integration activities
- Sales monitoring / Competitive Analysis
- Implementation of market access strategies



MARKETING & COMMUNICATION

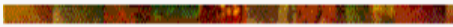
- Market analysis / customer segmentation
- Product or service definition
- Positioning offers in their respective markets
- Target identification (partners, prospects)
- Product or service launch
- Business communication plan
- Promotion Plan (product or service)





BUSINESS DEVELOPPEMENT

- Economic model / business plan
- Market access / pricing policy
- Circular economy / research of partners
- Sales development
- Commercial strategy control & tracking
- Analysis of success / failure of Sale



INNOVATION

- Accompaniment to technological change
- Support the emergence of innovation tracks
- Implementation of environments conducive to innovation
- Piloting innovative projects / partner search
- Transferring skills in piloting innovations



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Biography Claudie DAMADE



Education & training: Engineering / Management / Marketing Innovation / Accompaniment

- Technical background in electronic and information systems.
- MBA – University Jules Vernes 2006.
- Master Innovation management CNAM Paris 2011
- Coaching – Appreciative inquiry IFAI certified 2012, Neuroscience approach certification ANC 2015

Professional experience: 20 years within Honeywell international.

- Business development, strategic and marketing analysis, communication to the industry, ATEX certifications, European regulations, team and project management, product & system design.

2006-2008 Marketing, Business Development Consultant, EMEA

- Diversification analysis to non-petrochemical markets of the Honeywell process solution offer in automation, control, simulation, optimization, safety and security.
- Biofuel business plan.
- Distribution channel analysis – geographic coverage EMEA – optimization plan for reaching the 3-year strategic plan.

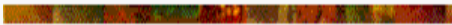
2007-2009 Chairman Foundation Fieldbus organization in France.

2009 Creation of consulting company CvD CONSULTANT





Some customers



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CvD CONSULTANT S.A.S.

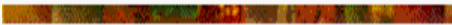
Logis MaryElie - 526 rue du quayet 80270 ALLERY – France

www.cvdconsultant.com

TEL +33 322 290 856 FAX +33 322 290 873 contact@cvdconsultant.com

Siren 518 209 853 00010 RCS AMIENS B 518 209 853 APE 7022Z

Recognized training center in France, N° de déclaration d'activité 22 80 01 742 80



CONTACT

CVD CONSULTANT

Claudie DAMADE

claudie.damade@cvdconsultant.com

TEL +33 322 290 856

FAX +33 322 290 873

PORT +33 637 592 349

www.cvdconsultant.com



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