Frédéric VICENTE

Head of Sales

FV

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Professional Summary

Over the past 10 years, I have large-scale projects with the teams in place, transforming strategies into concrete actions. I like to work in a team, coordinate and support projects from idea to completion. Polyglot and adaptable, I evolve easily in multicultural contexts, even under pressure.
What motivates me: to give meaning to each mission by placing listening and customer satisfaction at the heart of my action.

Diplômas

License – USG Toulouse School of Business and Management
France - Toulouse 1997

Professional Experience

Dynatech Trading FZCO – Cairo - Egypt (2016-2025)
Responsible for business development and sales teams

- Development of sales strategies to increase market share
- Coordination with the different teams
- Market research to identify new business opportunities
- Supervision of CRM data management and sales pipeline monitoring
- Negotiation and conclusion of agreements with local and international clients
- Training and supervision of sales teams

Winco Technologies – Saint-Brieuc, France (2008-2016)
Business manager

- Definition and implementation of the B2B sales strategy
- Technical support, recruitment, training and coaching of sales representatives
- Follow-up and loyalty of key account customers
- Implementation of objectives and monitoring of performance indicators (KPIs)
- Competitive intelligence and market analysis
- Participation in trade shows and representation of the company

Chausson Matériaux – Aquitaine, France (1999-2007)
Sales representative and then area manager

- Prospecting and development of a B2B customer portfolio
- Price negotiation, preparation of quotes and follow-up of orders
- Management of a sales team (as Area Manager)
- Representation of the company in the field and at professional events

Extra-professional activities: Reading, Guitar, Aikido, Motor sports, Volunteer association Caire Accueil

Languages : French – Native**,** English – Fluent**,** Spanish – Fluent**,** e – Fluent**,** Arabic – Basics