

## VÉA Sourcing search campaign

# Specialized Distribution Expert France & Europe

Reference 510

February 20<sup>th</sup>, 2021



Dear all,

We have 1 open profile search for a Health Sector Company, based in France.

- 1 Specialized Distribution and Private Label Products Expert is required.

This search is open to free-lance professionals.

### POSITION

- 1 high level Expert in Specialized Distribution and Private Label Products (Health Sector)

### CLIENT

Our Client, a well-known Health Actor in France, distributes medical assistance at home with devices related to insulinotherapy, respirators, perfusion and artificial nutrition.

### LOCATION

The mission will take place in France.

Headquarters are in Paris, traveling is required, to a reasonable extend, to other European (pilot) Countries.

 SCOPE

Our Client currently distributes medical equipment, produced with external brands and, would like to consider the production and distribution of its own brands (private label products).

To do so, he has identified 4-5 pilot countries and launches a “MDD”\* initiative where a skilled Specialized Distribution Expert is required to help build the analysis grid to determine the maturity of these markets, the stakes and opportunities in order to switch to a private label logic.

Lower-cost alternatives to regional, national or international brands, will allow Production optimization to meet Consumer’s demand and reduce advertising costs.

Our Candidate will work in team with a Strategy Consultant already appointed.

 TECHNICAL PROFILE

A university degree in Engineering or Business Management with prior Project Management and Management Consulting experience in Sales and Marketing, NPI, Mass Retailing, Specialized Distribution, Private Label Products\* (lower-cost alternatives to regional, national or international brands), Store Brands, etc.

\* Marque De Distributeur (MDD), in French.

As a Specialized Distribution Expert, you understand the issues involved in equipment distribution (finding the right distributors, setting up the best strategy for marketing, distributing and selling the products, defining specifications, managing R&D, Production, Certifications, CE label, ...), to guarantee its profitability and ensure a return on investment.

Lapeyre, Lafarge, Decathlon\*, Castorama, Leroy Merlin backgrounds are of an interest in your bio.

\* E.g.: someone who worked on the launch and ramp-up of Quechua at Decathlon.

Your Sales and Marketing experience gave you the opportunity to design introduce and distribute new products in a country / market, being fully aware of national regulations, having the necessary approvals and, obtaining approval from the local authorities.

You have a solid knowledge of the Design and the Production of products for private labels. You’ve already developed merchandising strategies, budgets, sales targets, and profit objectives. You’re used to ensure that the label meets sales and profit goals.

Ideally, you have a Medical Sector background and, you know the environment of medical equipment, devices and supplies distribution.



## REMUNERATION

1.300 € / day. Expenses reimbursed, base home, strictly respecting Client's travel policy.



## PROBABILITY

Absolutely certain.



## LANGUAGES

Fluent / Native **French** and bilingual in **English** is mandatory.



## START / END

No later than March 2021 (likely before) till.  
Possibility of more work is rather important.



## WORKLOAD

It's part-time job (4 to 6 weeks range).

Interested? Thanks to forward us a **COVER LETTER**, your updated **RESUME (in FRENCH)**, respecting the requested **TEMPLATE 1** application format from our [website](#), mentioning the **510** reference.

Please take [your self-assessment](#) and, send a **unique file** to [application@veasourcing.com](mailto:application@veasourcing.com)

Only complete applications, strictly answering to the expected criteria, will be addressed.

If no answer was given to you after a period of 10 days, please consider your application as not selected.

*If this role isn't right for you, don't forget to forward it to your own network - it may be perfect for someone else!*



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**Note-taking:**

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