

# NATHALIE BRUNEL

B2B Executive Leader

[www.nathaliebrunel.com](http://www.nathaliebrunel.com)

## PROFILE

**General Management & Scalable Growth • Multi-site P&L • Sales & Business Acceleration • Digital & Operational Transformation • International B2B (Tech, Services, Industry)**

## SKILLS

- **Leadership & Management** | hierarchical and functional | Teams of up to 11,000 people
- **Transformation** | Organisational, digital, business model (SaaS)
- **Business Development** | Complex B2B sales, international Large Accounts, high-level lobbying
- **Performance** | Operations optimisation, double-digit growth
- **Governance** | P&L up to €1 billion, member of the Executive Committee, board member mandates
- **International** | 140 countries, multicultural management
- **Social commitment & institutional representation** | company spokesperson on social issues, diversity and youth guidance
- **Large listed groups • Mid-sized companies • SMEs • Start-ups**

## COMMITMENTS

### NON-EXECUTIVE MANDATES

- **Since 2023**, Sponsor of the **Women@BV** Program and Member of the Board of Directors of the "**Elles bougent**" Association (women's scientific careers)
- **Since 2014**, President of the "**Crée ton Avenir**" Association (educational programs to support young people in their career guidance and professional integration)
- **2014-2019** - Independent Director, Riviera Réalisation – Family-owned SME specialising in property development
- **2011-2019** - Salaried Director - Altran and Orange



## CONTACT

Île-de-France  
92500 Rueil-Malmaison  
06.08.55.30.03  
[nathalie.brunel@gmail.com](mailto:nathalie.brunel@gmail.com)  
2 children

## LANGUAGES

French - Native  
English - Fluent  
Spanish - Fluent  
Italian - Basic knowledge

## EDUCATION

2013 - ESSEC  
Independent Administrator certification

2006 – HEC Executive Education  
Key Account Management Training

1996 - KRAUTHAMMER, DIOREM  
Communication and coaching trainings

1995 - ISC PARIS  
Specialisation in business management

# EXPERIENCES

Since  
2021



## SVP Sales, Marketing & Communication

BUREAU VERITAS – France & Africa (Sales P&L of €1 billion)

**Sales acceleration:** multi-segment and multi-sector sales growth, improvement of commercial performance (Salesforce implementation, Sales Academy, offshore call centre) and margins, launch of new offers

**Marketing transformation:** lead generation, e-commerce platform, optimisation of customer experience

**Communication extension:** multi-channel brand visibility and strengthening of internal engagement.

(Group of 82,000 employees – World leader in certification, testing and inspection. €6.2 billion in revenue – 140 countries – listed on the CAC40. Majority shareholder: Wendel).

2021  
2017

LECTRA

2017  
2015



## Senior VP Fashion

LECTRA Group (P&L: €180 millions)

**Strategic development of the international fashion market**

**Evolution of the business model towards SaaS and digital transformation**

**Improvement of commercial performance**

(Mid-sized company with 1,800 employees – World leader in textile cutting software and machinery. €387 millions turnover in 2020 – 100 countries – listed on Euronext. Kabouter Management LLC.)

## Managing Director and shareholder

OKAVANGO ENERGY by GREENFLEX – France (P&L from €250K to €5M)

**Definition and deployment of the strategic plan.** Strategic committee with Alliance Entreprendre (Natixis Investment Managers)

**Team building:** Recruitment and management of 35 consultants

**=> 104% growth of the French turnover over 2 years** with prospecting of an industrial client portfolio. **EBIT 15.8%**

**International development** (Spanish subsidiary)

(Start-up providing operational consulting services in energy optimisation, with a commitment to results)

2015  
2011



## Senior VP Large Accounts - Industry & IT agency

ORANGE BUSINESS SERVICES (P&L of €425 millions)

**Strategy & transformation:** contribution to the repositioning of OBS as a digital services operator

**Influence & strategic clients:** high-level lobbying with CEOs and CIOs.

**Leadership:** management of 130 people (Pre-Sales, Sales, Marketing, BizDev, Com, HR, Finance)

**Partnerships:** defining and steering partnership strategy

**Site management:** responsibility for the La Défense site, including labour relations and security

## Senior VP Business operations & support

**Management** of 7 cross-functional teams within the Large Accounts Division (sales ops, international business development, mobility sales, etc.) in support of Key Account Agencies

**Sales performance:** Defining strategy, setting sales targets and KPIs, creating a bid management unit for complex international bids

**Transformation:** Leading strategic and operational projects related to the Group's transformation, launch of new offers

**Internal communication:** Overseeing internal communication

(Group of 21,500 people – Telecommunications and IT solutions for businesses and the public sector – €7,101 million in revenue in 2014 – 160 employees) Listed on the CAC 40

2011  
1996



## Global Accounts Executive Director

ALTRAN Corporate (P&L of €522 millions)

Creation of the key accounts department (100 sales representatives) and international development (Brazil, China, Argentina, Europe, etc.). Definition of high value-added package offers.

## Managing Director then Chairwoman

ADENA technologies (subsidiary specialising in industrial organisation)

Increased turnover by 16% and EBIT from 7.52% to 21.81% / Reduced overheads by 4 points / Set up a works council and health and safety committee, monitored relations with staff representatives

## Executive Partner

ALTRAN France

Operational coaching assignments for the French General Management. / Turnaround of a subsidiary specialising in telecoms with 600 consultants

## Associate Director

ALTRAN Corporate - Management Institute

Operational coaching assignments for subsidiaries (including new acquisitions) for the Group's Executive Management

Member of the Management Committee of two Spanish subsidiaries

## Associate Director

ALTIOR (P&L €45 millions)

(Group of 17,149 employees - European leader in technological innovation consulting, turnover of €1,404 million in 2010 - 20 countries - Listed on Euronext - shareholders: Apax Partners)