



Jean Delteil

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International Marketing Manager / Consultant

French, English, German, Spanish, Italian

Competences & Experience

2019 - now • Director & Consultant: Europe, USA, Asia

EUROMARCO SASU , F-74100 Annemasse

International marketing consultants - Technical & high-tech products

- International marketing studies for new products
- New product specifications, development, tests, market introduction
- Support to international development of SMEs, partner research for distribution and R&D projects

2008 - 2019 • Strategic Marketing Manager: Europe, USA, Asia

KNF Flodos, CH-6110 Sursee

Micro-pumps for medical devices and inkjet printers / Laboratory pumps - 50 Mio CHF

- Marketing studies, market mapping: Medical diagnostics, Digital inkjet printing, Laboratory instruments.
- New product development, product specifications, market introduction
- Marketing support of 15 foreign subsidiaries (Europe, USA, Asia)
- Product management OEM and laboratory pumps

2003 - 2008 • International Project Manager: Europe, Middle East, Central Asia

SOMFY SAS, F-74400 - Cluses

World leader in motors and controls for blinds, roller shutters and awnings - 570 Mio €

- Marketing management of the italo-spanish Joint Venture Gaviota-Simbac (SOMFY Group)
- Marketing management of Simbac Middle-East, a Joint Venture in Lebanon: analysed product portfolio and competitors formulated a new product strategy, implementation
- Surveyed emerging markets in Central Asia (Kazakhstan, Azerbaidjan) and the Middle East (Iran, Oman), looked for new distributors, established country specific action plans, follow-up

2000 - 2002 • Administration & Marketing manager

European Scientific Institute, F-74166 Archamps

Particles accelerator physics, medical physics and medical imaging

- Marketing, administration and finance management of the Institute
- Organisation of postdoctorate trainings in particles accelerator physics with CERN
- Development of the European School for Medical Physics: US-doppler, CT scan, MRI, PET scan. with the European Federation of Medical Physicists (EFOMP)
- Feasibility study of a biotech & medtech centre in Archamps

2000 - • Expert for the European Commission

European Commission, Directorate-General for Research & Innovation B-1049 Bruxelles

Framework Programs for Common Research and Development / H 2020

Life Sciences Program

1997 - 1999 • Marketing & Sales Manager: Europe, Middle East, Africa

ECOMAG, F-74100 Ville la Grand

Engines and Generators - 6.5 Mio €

- Sales of engines and generators to OEM customers
- Marketing study for a new generator

1987- 1996 • International marketing consultant: Europe

EUROMARCO, F-74160 St Julien en Genevois

Technical & high-tech products, food products

- International market research - technical and high-tech products
 - High-tech : electronics, microelectronics, software, sensors, hardware and software systems.
 - Technical : mechanics, plastics, food products, water treatment, environment.
- New products development, tests and product launch into European markets
 - Defined technical specifications of new products with R&D
 - Market tests during development
 - Marketing and communication plan
 - Launch into European markets
- Setting up of international distributor networks
 - For French and Swiss SMEs manufacturing technical products
- Strategic diagnostic of SMEs & SWOT analysis
 - EMCO - Packaging machines
 - MAG Industries - Engines and generators
 - Swiss group SÄNTIS / MATERNA - Derivated milk products / Baby food
- Executive research & recruitment
 - a German sales manager - PANCOSMA, Geneva
 - a new general manager for MATERNA, Paris
 - a sales manager for France - MAG Industries, F-74100 Ville la Grand
- Research Centers & Organisations
 - Market study for an Application Specific Integrated Circuits (ASICs) Center in Archamps.
 - Study of potential cooperation between CERN, research centres & hightech companies in Haute Savoie

1982 - 1985 • Export Area Manager: Europe, Middle East, Africa, South America, South East-Asia

ACTINI, F-74200 Thonon les Bains

Machines and turn key production lines for liquid foodstuff engineering

- Sales of machines and dairy turn-key production lines in the area
- Sales management of UV water sterilizers
- Distributor management in Europe and the Middle East

1980 – 1982 • Marketing Manager

ETAPE Group, F-73000 Chambéry

Temporary jobs and services

- Marketing management of 3 temporary jobs companies

1979 - 1979 • Sales engineer

CRISTEC Industries, F-74000 Annecy

Electronic battery chargers and controllers for the boat industry

- Sales management

Education - Training - Languages

University

- 1978 Postgrade in Marketing Management - I.E.C - Université de Grenoble
- 1977 Master in Economics & Finance - I.E.P - Université de Grenoble
- 1975 Bachelor of Arts - Institute of Technology - Université de Savoie

Training courses

- 2012 NI LabVIEW Core One - SAPHIR - 38530 Barraux
- 2005 Strategic and Operating Plan - CJP, Aix les Bains
- 2004 Master production plan - CJP, Aix les Bains
- 2002 MRP2 and production management - HES, Genève
- 2001 Economic intelligence on Internet - CYBION, Paris
- 1993 Production system optimisation - Pôle Productique Rhône Alpes, St Etienne

Languages

French	mother tongue	
English	fluent	Cambridge Certificate of Proficiency London Chamber of Commerce Examination
German	fluent	Aufnahmeprüfung der Universität Freiburg (C1) Deutsch-Französische Handelskammerprüfung zu Düsseldorf
Spanish	fluent	Diploma de Lengua Española - Universidad Menendez Pelayo Santander (C1)
Italian	fluent	Diploma Avanzato di Lingua Italiana – AIL Firenze (C1)

Publications

Mieux doser les liquides grâce aux progrès de la technologie

Device Med, January / February 2014

In Symbiose mit dem Gerät

MED Engineering, April 2012

Paramètres critiques dans le choix d'une pompe à liquides

Device Med, January / February 2011

Understanding the critical parameters of selecting a liquid pump

European Medical Device Technology, October 2010

La Construction au Kazakhstan et en Azerbaïdjan

Classe Export Magazine, January 2007

Les biocapteurs optiques

Le Journal de la Technologie de Haute Savoie, November 1998

La croissance du marché des microsystèmes industriels

Le Journal de la Technologie de Haute Savoie, July / August 1998

L'Albanie s'inscrit à l'école du libéralisme

Le Moniteur du Commerce International - October 1996

Le transfert de technologie dans les petites entreprises

Classe Export Magazine - February 1994

Plaidoyer pour une technique d'avenir, les ultraviolets.

L'eau, l'industrie, les nuisances - April 1985