

# Camille TRAVERS



- Born 6th November 1992
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- LinkedIn/Camilletravers

## COMPETENCIES

### Languages :

- French - Native
- English - Fluent
- Spanish - Fluent
- Portuguese - Basic (*currently learning*)
- German - Basic (*7 years studied*)

### IT skills :

- Pack office (*Word, Excel, PowerPoint, Outlook*)
- SAP
- Hubspot
- Nielsen / Kantar

Others : Driving License

## INTERESTS

### Culinary Arts and the Wine Industry

- Practical experience at Domaine des Volets Rouges (Fleurie AOC, Beaujolais region), participating in all stages of vineyard operations

- Proficient in key viticultural tasks: pruning, green harvesting, canopy management, and grape picking.

- Strong foundation in wine tasting and grape varietal profiling (cépages)

- Certification WSET Level 2

## PROFESSIONAL BACKGROUND - Available to start immediately



3,5 years

June 2024  
Dec 2024

Key Account Manager Food Service (France, UK, DACH, Portugal), HEURA FOODS, Barcelona

- Portfolio management of 20 direct distributors across key European markets.
- Joint Business Plan creation, implementation, and follow-up with strategic customers.
- Revenue strategy definition by channel and client.
- Full P&L ownership and optimization across a €2M scope.
- Team leadership and development of one direct report based in Paris.
- Relationship building and close collaboration with chefs and culinary professionals.

Feb 2023  
June 2024

Key Account Manager Food Service France, HEURA FOODS, Barcelona

- Management of 6 key distributors and direct clients such as ANGE within the existing portfolio.
- Prospecting new customers to expand market presence (distributors, chains, restaurants), with direct relationships with culinary departments and chefs.
- Development of revenue strategies by channel and client.
- Forecasting and tracking customer performance by product and client.
- Team leadership and development of one direct report based in Paris.

Juin 2021  
Feb 2023

Sales Manager for Mexico, Canada & LATAM, HEURA FOODS, Barcelona

- Management of both Retail and Food Service channels.
- Design of business development strategy, product portfolio, and RTM strategy by country.
- Mexico: Conducting in-person meetings with key retailers (HEB, Costco, Walmart, Soriana) and Food Service players (Subway, Sigma).
- Management and development of one direct report based in Mexico.
- Canada: RTM strategy development and meetings with key retailers (Loblaws).



5 years

July 2018  
June 2021

Sales Manager Central Europe and Africa, DANONE WATERS (EVIAN, VOLVIC), Barcelona

- Design of business development strategy, product portfolio, and RTM strategy by country for both existing and potential opportunities across Food Service and Retail channels.
- Establishing direct relationships with culinary departments and F&B professionals.
- Creation, implementation, and follow-up of Joint Business Plans with customers
- Revenue strategy development by country and channel.
- Efficient management of P&L for the full scope (€5M).
- Forecasting and tracking customer performance by product, channel, and country.

July 2016  
July 2018

Brand Activation Manager - Europe/Africa/Latin America, DANONE WATERS (EVIAN, VOLVIC), Barcelona

- Development and definition of activation strategies for priority countries (brand launches, campaigns).
- Management of A&P budgets by country.
- Packaging design and optimization to ensure alignment with brand identity and market needs.

Jan 2016  
June 2016

Trade-marketing Manager Assistant, DANONE WATERS, Paris



Junior Category Manager Home Care, UNILEVER, Paris (6 months experience)

Junior Business Developer for Africa Zone, CANAL +, Paris (6 months experience)

## EDUCATION

2012-2015

- Master ESC Programme Grande École, KEDGE BUSINESS SCHOOL- Bordeaux
- International exchange at SUNGKYUNKWAN University, Séoul
  - Vice-president of the Sports association
  - Coach of the Women's Handball Team

2010-2012

Classe Préparatoire HEC (Scientific option)), LYCÉE BELLEPIERRE (Reunion Island)

2010

Baccalauréat Scientifique, European Option with Honors (Mention Bien), LYCÉE LEVAVASSEUR (Reunion Island)