



Laurent Freysz

Managing Director SIG Strasbourg

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Links

[LinkedIn](#)

Languages

English (Fluent)

German (Work Proficiency)

French (Native)

About

My personal motto: development!

To develop revenues, by expanding and optimising distribution networks, but foremost to develop and enhance skills and talents of my associates and teammates through delegation and empowerment.

My areas of expertise: house equipment (by reason!) and sport environment (by passion!).

Sports & lifestyle industry | Footwear | Apparel | Accessories
Home equipment | Consumer electronics | Hardware |
Specialized distribution | Multispecialists | Consumer Electronics stores | Pure player | e-commerce | Retail | Multichannel
Change management | Business monitoring | P&L management | Commercial and Sales Strategy | Negotiation | Business plan | International expansion | Sales forecast | Marketing Plan | Market launch | Market introduction | Merchandising | Retail network management |
Facilitation | Team leader | Empowerment | Talent promoter

BRANDS WORKED WITH

SIG Strasbourg

Rugby Club Toulonnais

Loewe France

CASIO FRANCE

Adidas

Texas Instruments

Experience



● Managing Director

SIG Strasbourg | Mar 2023 - Jun 2024

Management of the club, within the Top4 basketball club in France for the last 10 years: back to break-even in 2023-24 after heavy losses thanks to growth in sponsorship (+20%) and ticketing.

Implementation of a new merchandising strategy with complete change of the logo planned in 24/25. Management of 40+ people (including pro staff and education center).

Preparation of the kick-off of the refurbishment of the Arena (from 6,000 to 8,500 seats with additional 500 VIP seats planned) together with a shopping center attached.

● Head of Business Development & Marketing

Rugby Club Toulonnais | Nov 2020 - Feb 2023

My goals : to maximize revenue and generate business outside of the rugby environment: licensing business (On physical and digital products), event organization (RCT Hall of Fame), seminars and team building activities, business partnerships with our sponsors.

Management of Sponsoring, Ticketing, Retail & e-commerce, Stadium Management, Communication & Digital, Marketing, Merchandising, Out-fitter and ESR Teams.

Club's budget: 38 M€

● Managing Director

Loewe France | Mar 2003 - Oct 2019

Loewe is a premium brand in the TV & home entertainment market. We developed successfully a selective distribution model (350 agreed dealers), that we animate and manage like a franchise network (with training, e-learning, digital communication packages), and a mono-brand concept of store called "Loewe Galerie" (9 outlets in France).

Promoter of Loewe's brand image and awareness in France through PR campaigns, presence on social networks, partnerships and digital campaigns.

Running full P&L with direct responsibility in the HR, finance and controlling areas

- **Sales & Marketing Manager**

CASIO FRANCE | Mar 2001 - Mar 2003

in charge of the Timepiece business. I managed 13 salesmen and 4 marketing people. We repositionned the brand (too present at mass merchants) by promoting high quality product lines to timepiece specialists (G-Shock, Edifice), that restored both our market shares, turnover and profit. I was also in charge of the take-over project on the calculator/musical instruments businesses (run by an importer).



- **Key Account Manager**

Adidas | Jan 1999 - Mar 2001

In charge of key account Decathlon and before: Go Sport and Sport 2000. Management of dedicated teams of KA executives, implementation of strategic partnerships.



- **Sales Manager**

Texas Instruments | Sep 1990 - Jan 1999

Sales manager in charge of North&Central Europe (11 countries) from 1996 to 98 for the Calculator business. Before: Sales Manager France (1994-96) for Calculators and Notebooks/Printers, Key Account Manager (1992-94) for Calculators and Educational Toys, Field Sales Engineer (1990-92) for Calculators

Education & Training

1986 - 1989

- **TBS Education**

DESCAF,