



Damien Callery

Business Development Manager

Paris, France

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Links

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Languages

French (Native)

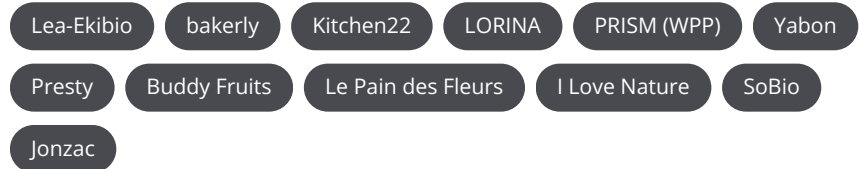
English (Fluent)

Spanish (Fluent)

About

High performance and sales driven team leader with the ability to learn quickly new skills and adapt easily to new environments. Specialized in sales and business development, key accounts management (B2B), with an extensive experience in different levels of management such as : sales and marketing teams leader, strategic & financial planning, business plans and P&L, human resources at senior level (USA and Europe).

BRANDS WORKED WITH



Experience

● Presty - Yabon

Epicerie de France Corp. | Jan 2019 - May 2024

Head of Sales for the business development of the Presty (ready to eat meals) and Yabon (puddings to go) brands and Private Label. Sales reached up to \$ 8 Millions in 2023. Responsibilities included:

- Business plan 2028-2022
- Head of Marketing strategy
- Key accounts management

● Lea-Ekibio Inc.

Lea-Ekibio | Jan 2019 - Jun 2021

Managing our US Operations - Finance, HR, Sales, Marketing for the brand Le Pain des Fleurs.



● Bakerly

bakerly | Sep 2015 - Jul 2018

In charge of the sales department for Bakerly French brioche breads and crepes for all Americas retail chains, distributors, and independents. Running a team of 2 Sales Directors for a total of \$ 3 million in sales. Responsibilities included:

- Drafting the Sales strategy to be presented to the Board of directors
- Set objectives to the Sales Team, approve forecasts and Business Plans
- Implement pricing strategy, promotions and marketing budgets
- Directly manage main National accounts of the company

● Ouhlala Gourmet

Ouhlala Gourmet | Dec 2011 - Sep 2015

Heading Ouhlala Gourmet sales department for regional USA accounts and Export. Running a team of 4 people handling a total of \$ 10 million in sales (Buddy Fruits healthy snacks).

- Management of the Sales team, objectives, forecasts and Business Plan
- Responsible for pricing, promotions and marketing budgets
- Design of reporting and forecasting tools
- Key account manager for main accounts of the company

● Lorina Inc.

LORINA | Sep 2008 - Sep 2011

Heading the Lorina Inc. sales team for USA, Canada and South America. Running a team of 5 people handling a total of \$ 18 million in sales (Premium Imported sodas) and more than 200 retailer contacts.

- Management of the Sales team, objectives, forecasts and Business Plan

- Responsible for pricing, promotions and marketing budgets
- Design of reporting and forecasting tools
- Key account manager for main accounts of the company
- Direct reporting to Lorina CEO in France

- **PRISM France director**

PRISM | Jan 2000 - Jun 2008

In charge of PRISM France, a Sports Consulting and Event management company part of the WPP Group. Responsible for growing the clients portfolio and managing main sports events for our clients and sponsors involved in Formula One and UEFA Champions League.

- **PRISM France director**

PRISM (WPP) | May 1998 - Aug 2000

Formula One Logistics and Sponsorship coordinator for the Ford Motor Company. Taking care of regional Ford offices for all F1 matters.