

# MATHILDE BANCILLON-MENON

## Sales Manager

Multi Markets Distribution – Account Management – French Speaker

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## PROFESSIONAL SUMMARY

Dynamic Sales Manager with a 7-year track record of driving profitability and brand growth in the FMCG and Luxury sectors. What fuels my career is a passion for bringing commercial plans to life, crafting strategies that resonate with consumers, and making brands thrive. I have navigated several markets across the GCC, Asia and Europe, while consistently delivering results. My ability to manage a wide array of stakeholders, whether in MNCs or startups has been instrumental to my success.

## SKILLS

Business Development	Account Management	Sales Negotiation	Team Leading
Marketing Management	Products & Brands Launch	Pricing Strategy	Stakeholders Management

## EXPERIENCE

### SALES MANAGER, BEVERAGE & FOOD CATEGORY, Dubai, UAE

CLASSIC FINE FOODS (METRO AG), February 2025–Present

Classic Fine Foods (part of Metro AG) is a leading fine food ingredients distributor with presence in 11 markets in the Middle East, Asia and Europe.

- Delivering sales growth & profitability for the premium Food & Beverage category via On-Trade, Travel Retail and Airlines channels.
- Overseeing the P&L of the category (15 brands) and reporting to Metro AG & brand principals.
- Working closely with VIP B2B customers to ensure excellent service delivery and business development.
- In charge of products selection and brands launch to expand the category, managing marketing budget.
- Leading sales team with training and education to support category performance.
- **Scope of Territories:** UAE, KSA, Oman

### BUSINESS DEVELOPMENT MANAGER, BEVERAGES (DANONE WATERS), Singapore

CLASSIC FINE FOODS (METRO AG), January 2024–December 2024

- Responsible to drive growth for the beverage category with exclusive distribution of Danone Waters premium brands (Evian & Volvic), juices and teas across Singapore.
- Developed and executed a comprehensive sales strategy to convert high potential leads into key accounts.
- Managed key accounts, across On-Trade & Travel Retail, incl. Marriott Group, Starbucks, SSP, Dnata, Chanel.
- Overseeing the P&L of the category (5 brands) to ensure sustainable profitability and financial growth.
- Maintained strong relationships with brands principals to align on strategies and enhance category growth.
- Managed A&P and Trade budget for Danone Waters.

- Led the training and performance of the sales teams for the category.
- **Achievements:** Increased monthly category sales by 35% from January to December. Boosted category gross profit in line with sales growth, achieving a 35% increase over the year. Achieved a 46% increase in Evian volumes sold, from 57kL/month in H1 to 81kL/month in H2.

### **COMMERCIAL & PARTNERSHIPS, SENIOR MANAGER (CO FOUNDING MEMBER), Singapore**

FLOAT FOODS PTE LTD, June 2020–November 2023

Float Foods is a food technology start-up, pioneering in the development of innovative plant-based egg products in the APAC region, under OnlyEg brand.

- In charge of crafting and implementing the commercial strategy from business plan to revenue growth.
- B2B Regional Sales Management (UAE, SG, Hong Kong, Malaysia, Australia)
- Distributors Sourcing and Dealmaking: conducted end to end commercial negotiations, legal terms review.
- Strategic & Trade Marketing: established OnlyEg brand strategy, with management team and agencies, initiated and implemented end-to-end campaigns, co-branded partnerships.
- Events Management: planned OnlyEg launch events and participation to B2B fairs.
- Intellectual Property: orchestrated all trademark applications and patent application filings.
- Regulatory: initiated SFA and halal certifications of premises and products, liaised with government agencies.
- Stakeholders' management: pitched for fund raising, reported to board and shareholders.
- **Achievements:** Market Expansion & Growth: Commercialized OnlyEg products portfolio in 5 markets and in over 500 food service outlets within a year. Increased the start-up sales threefold between 2022 and 2023.

### **AREA MARKETING MANAGER (UK & IRELAND), France**

LES GRANDS CHAIS DE FRANCE (GCF), January 2019–December 2019

GCF is France's leading wine exporter and ranks 5th among the world's players, with a turnover of 1,3 billion euros in 2022, 80% of which was exported to over 178 countries.

- Led the marketing strategy for the UK (2nd largest export market for GCF) and Ireland to drive the performance of the portfolio (46 million bottles/year). Managed a marketing assistant and worked with 15 KAM.
- Defined and implemented marketing strategy for the leading brands, in line with global brand guidelines.
- Challenged assumptions on how to promote French wines to maintain a competitive advantage.
- Equipped retail & on-trade sales team with customized pitches and tools to win market opportunities.
- Built 360 campaigns with agencies to enhance brand visibility, developed key partnerships (incl. BBC Good Food Shows, Primark, American Express), managed trade events (B2B Fairs in the UK, Prowein, Germany).
- Responsible for the yearly marketing budgets (~250k euros).
- **Achievements:** Enabled new retail listings for leading brand JP Chenet into Waitrose and Ocado with a rejuvenated 2019 marketing campaign targeted to millennials/Enhanced brand awareness within a year with new targeted social media budget/ Developed the first wine in can format for the GCF, opening new commercial opportunities in an untapped product category.

### **ASSISTANT AREA MARKETING MANAGER (AUS, NZ, CANADA), France (GCF), April 2018–December 2018**

- In charge of operational marketing and new products launches. Worked with a team of 5 KAM.

### **TRAVEL RETAIL MARKETING & COMMUNICATION COORDINATOR, Singapore**

DFS Group (LVMH), January 2017 – December 2017

DFS Group is a global travel retailer of luxury products, majority owned by LVMH.

- Travel Retail Marketing: implemented marketing plans (ATL & BTL) for the Fashion and Wine & Spirits travel retail stores in order to promote listed brands (incl. Bulgari, Chloé, Loewe, Hennessy, Glenfiddich).
- Events Management: assisted in the opening of DFS stores in new Terminal 4 of Changi Airport and in the revamped Singapore Cruise Centre (SCC), organized various products and brands launches.

- Communication: interlocutor with PR and communication agencies (Accela, Publicis) and media groups (MediaCorp), in charge of collaboration with KOLs for digital campaigns, purchasing of digital advertising space (Harper's Bazaar advertorial, incl. [launch of Bulgari Serpenti watch limited edition](#)), organized a press trip in Indonesia to celebrate Cruise Centre opening.

## **EDUCATION**

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### **MBA IN MARKETING & MANAGEMENT**

INSEEC Business School, Bordeaux, France, December 2017

*Wine & Spirits Club member*

### **BACHELOR OF BUSINESS ADMINISTRATION**

University of Montpellier II, France / College of William & Mary, Mason School Business, USA

June 2015

## **CERTIFICATIONS**

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- WSET 1

## **LANGUAGES**

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- **French**  
Native
- **English**  
Bilingual