

## **Christophe Gronier**

Born the 8th of March 1958 at St Julian's (Malta)  
French nationality, married, two children

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## **In Brief**

- **Operational and strategic marketing**
- **Pre-press engineer**
- **Technological expertise**
- **Knowledge of the market and it's players**
- **Bilingual French-English**

## **PROFESSIONAL EXPERIENCE**

### **Since January 2001**

*VIO France, managed data transfer and Application Service Provider for the Graphic Industry.*

- Key accounts negotiation and management.
- Indirect channel management (resellers and partners).
- Product Marketing and Public relations.
- New applications support and launch

### **From January 1998 to January 2001**

*CreoScitex France (formerly Scitex France), innovating pre-press and digital printing vendor, market leader.*

- Sales support: exhibitions, conferences, seminars.
- Market survey: sales monitoring, competition analysis.
- Public relations: quarterly newsletter, market lobbying
- Communication: advertising, mailers, brochures.
- Database management: prospects qualification, lead generation.

### **From April 1997 to January 1998**

*Consultant for Graphic Industry companies.*

- Technological watch, audits and training.
- Studies of workflows, networks, color management and Internet/Intranet applications.
- Conferences for professional unions and groupments.
- Market study on the digital data transfers in the French Graphic Arts industry.

### **From May 1993 to March 1997**

*Intélétique – Reseller/Integrator – specialized in pre-press electronic equipment and computers.*

- Technological Watch: Use of information sources and personal relationships to bring to the company, and its customers, an array of new products, technologies and production methods to innovate working procedures.
- Pre-sales support: Technical support of the sales force, analysis of the customer's needs, sales arguments, on-site audits, animation of training sessions.
- Engineering: Market analysis, distribution contract negotiation, management of a demonstration facility and a test lab.
- Marketing: Organization and deployment of exhibitions, mailings and open-houses – with a particular emphasis on information in, and popularization of, new products and technologies.

### **From September 1990 to May 1993**

*BigSoft – Consulting and equipment company in the field of professional Graphic Arts. Partner*

- Products and systems: Product search, production systems and methods, testing and evaluation, technical and marketing relationship with suppliers.
- Pre-sales advice: Analysis of the customer's needs, choice of equipment and commercial presentations to customers.
- After sales follow-up: Supervision of the preparation and installation of the hardware as well as the coordination with outside suppliers and consultants.

### **Business Development & Key Accounts Manager**

Excellent market knowledge.  
Expertise in digital workflow applications.

### **Marketing Manager**

Efficient field marketing and excellent market knowledge.  
Expertise in digital technologies for an efficient support of the sales force.

### **Consultant Engineer**

A permanent technological watch, a general recognition from other professionals of the graphic industry, a professional experience of the Internet.

### **Pre-sales Engineer**

A technological expertise, practical experience of the involved technologies, deployment of original and innovating solutions.

### **Business Engineer, Product manager**

Knowledge and know-how of the products, the technologies and the market of the graphic arts industry.

## PROFESSIONAL EXPERIENCE (CONTINUED)

### Engineer, trainer

Mastering the computer as a tool, developing graphic art skills thanks to contacts with professionals.

### Architect adviser

Discovery of the computer as a tool and its graphical possibilities.

### Architect adviser

First steps in communication techniques.

### From January 1989 to September 1990

*Partner at ETC – Computer engineering service company, also a certified Apple training center.*

- Responsible for Business Software and DTP training.
- Senior trainer on software programs such as PageMaker, XPress, Illustrator, FreeHand, etc.
- Ergonomics of the software programs (Professional Relational Databases).
- Sales and marketing of the company's products.

### From February 1987 to December 1988

*Architect Adviser to the "Conseil d'Architecture d'Urbanisme et d'Environnement de la Somme", (a local government department).*

- Advice to local communities.
- Design of information material.
- Design of exhibition stands.
- Co-editor of books and brochures.

### From March 1986 to December 1986

*Architect Adviser to the "Agence Française pour la Maîtrise de l'Énergie", (the French energy conservation agency).*

- Advice to local communities and private individuals.
- Design of information material.

## COURSES, STUDIES & SCHOOLING

### From June 1984 to March 1986

*Obligatory Civil Service, Architectural administrator in a local council.*

### From 1981 to 1985

*Professional courses at a French school of architecture and in the French civil service.*

### September 1985

*D.P.L.G. – French National Diploma in Architecture.*

### 1977 - 1985

*National School of Architecture (Lille).*

### 1976 - 1977

*Applied Maths with Biology (Lycée du Parc, Lyon).*

### June 1976

*Maths (Lycée Français of Vienna, Austria).*

### Until 1976

*Multilingual schooling (in English, Italian, German and French) in Malta, Belgium and Austria.*

### Architect DPLG

Long professional university-level studies, acquisition of methodology.

### Baccalauréat

### Multilingual schooling