

Ronan ERB

Sales & Marketing (9 years track record)

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Profile.

Experienced worker with more than **9 years track record** (mainstream / Luxury / HNWI industry)
Extensive experience in **Communication** and **Marketing** (event organization, product, crm)
Significant experience in **Sales** (network management) and **Public Relations** (agency management, media relations)
Team management skills (hierarchical / functional link)
International mobility and **multicultural collaborations**

Skills.

Soft: Proactive, reliable, upright, results and deadline driven

Hard: Network / agencies / budgets management, efficient information processing and presentation

Mad: Resilience, courage, open-mindedness, solidarity (sense of the collective / service)

Working Experience.

- **2022 (ongoing): Lotus Cars Europe**
Marketing and Communications Manager (France, Monaco, Luxembourg, Belgium) – Permanent contract
Definition, development and implementation of the Marketing / Communication strategy (physical and digital)
Responsible for online / offline press activities, budget / agency management, network coordination
Monthly analyses, back-office activities, fleet management, alignment of brand standards, brand ambassador
- **2018 – 2021: Automobili Lamborghini S.p.A.**
Area Marketing and Public / Press Relations Manager (West Europe) – 3 years (Permanent contract)
Network management (6 countries, 13 sites, 12 Mkg Managers), budget (€2.2m), agencies (x2), media relations
- **2014 – 2018: ŠKODA France**
Product manager (A and B segments) – 2 years and a half (Permanent contract)
Market analysis and monitoring, sales support, brand and product positioning, production planning, negotiation
Communication manager (local and national) – 1 year (Fixed-term contract)
Management (agency / trainee), product launch, crisis management, multiple projects, media plan management
Events and Communication assistant – 10 months (Internship)
Global events organization and management (Tour de France 2014, Paris Motorshow)
- **2013: Canal+ Overseas (Australia)**
Sales consultant – 7 months (Internship)
Business development (5 territories), installer network management (12 persons), customer satisfaction

Education and diplomas.

- **2022: Certified training « Managing performance and leading change »** (Nove Concept)
Ability: Lead in an intergenerational framework with an action plan adapted to the challenges / team profiles
- **2014: Master's Degree** (La Rochelle Business School - France)
Specializations: Marketing Management / Luxury industry

Volunteering.

- **2020 - 2022: Paris en Compagnie (accompanying seniors)**
Association aiming to promote the mobility of seniors and fight against their isolation
- **2011: American Conservation Experience (environmental service in the USA)**
Maintenance and renovation of U.S. National Parks (multicultural collaborations with 26 nationalities)

Additional information.

Entrepreneurship (2020 – 2022): Creation and management of an e-commerce website (self-employed person)

IT skills: Photoshop, Premiere Pro, Salesforce, Word, Excel, PowerPoint, Microsoft Windows

Interests: Travels (open-mindedness), sports (collective / individual, mechanical), photography (creativity)

Languages: French (mother tongue), English (fluent), Spanish and Italian (notions)

[Direct access to written recommendations \(bottom of page\)](#)