

Born the 10/24/1982
French (Bordeaux)
Single

Nathaniel FAROUZ

nathaniel@farouz.net
www.tianli.fr

**5 years of Strategy, Marketing
& Business Development in China**

Residing in China
Tel: +86 186 6909 6808

WORK EXPERIENCE

LAFARGE GROUP, Cement division *World leader in building materials – turnover: € 16 Billion*

- 2010 - current** **Head of Strategy, Marketing & Business Development, Yunnan Bus. Unit** **Kunming, China**
- Proposes Yunnan Business Unit's development strategy and drives action plan implementation
 - Manages Mergers & Acquisitions and other capacity expansion projects
 - Leads competitiveness enhancement projects, especially energy management
 - Optimizes product mix and customer portfolio for market share increase and price premium maximization
 - Created Business Unit's marketing function: People development, process set-up and performance management
- 2008 - 2010** **Strategy Manager** **Beijing, China**
- Team leader in charge of China comprehensive strategy**
- Prepared China strategic plan (2009-2014). Provided recommendations for China-wide development.
 - Identified vertical integration value-creation levers and synchronized execution between business lines
 - Contributed to a M&A project, coordinated process and managed financial advisors
- Coordinated a 2-year cost-reduction program**
- Supported elaboration of objectives between operational managers and technical project managers
 - Co-managed SG&A reduction program: benchmarked organizations, recommended optimizations
- 2006 - 2008** **Strategy Analyst** **Beijing, China**
- Prepared market analysis, business plans and investment recommendation files**
- Directed market studies in Sichuan & Yunnan provinces, management of 14 salesmen
 - Provided market and supply chain analysis, cost optimizations and financial valuations (DCF and multiples) for investment projects in Guizhou and Sichuan provinces
 - Forecasted JV's 8-year financial plan: identified value creation levers, analyzed technical improvement impacts on business model. Bimonthly reports to JV's Board, Group Executive management and financial analysts

CHINA-ORIENTED INDEPENDENT CONSULTING *Various on-field missions in China for French SMEs*

- 2007 - 2008**
- Market opening & retail network development – 3 months – La Buvette, world leader in animal drinkers
 - Sourcing studies & negotiation – 2 months – 4 SMEs: furniture, solar panels, kitchenware, building material

EDUCATION

- 2005 - 2008** **HEC Paris** (Ecole des Hautes Etudes Commerciales) **Paris, France**
- **Master of Science in Management** (programme Grande Ecole): finance, accounting, strategy, marketing, HR
- 2000 - 2005** **Sciences Po** (Institut d'Etudes Politiques de Paris) **Paris, France**
- **Master of Public affairs**, integrated **Bachelor of Political Sciences**: economics, law, politics & institutions
 - Studied abroad 1 year: Taiwan Chengchi University: intensive Mandarin Chinese language training
- 2003 - 2006** **Langues O'** (Institut National des Langues et Civilisations Orientales) **Paris, France**
- Degree in Chinese studies (Bachelor equivalent)

PERSONAL

- Languages** **French:** native; **English:** proficient - TOEIC 915; **Chinese:** proficient oral, intermediate writing
- Volunteering** Direction of 5 summer camps (2002-2006): 100 children; 20-people staff, average budget : 50 k€
- Travels** **Asia:** China, Taiwan, Japan, Korea, Malaysia, Brunei, Singapore, Thailand, Vietnam, Cambodia, Laos; **Silk Road:** Turkey, Iran, Turkmenistan, Uzbekistan, Tajikistan, Kyrgyzstan; **Middle East, Europe, N. America**
- Misc.** Driving license; First-aid certificate; Enjoys Photo, Scuba Diving, Jogging, Swimming and Skiing