

# NICOLAS CHATELAIN

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US-FRENCH CITIZEN

## SENIOR B2B EXECUTIVE / GENERAL MANAGER

Senior retail and B2B leader with demonstrated expertise managing Food Tech company and U.S. subsidiary of a major disposable packaging French manufacturer. Create local market strategies and lead all U.S.-based functions including pricing and product designs specific to U.S. market. Manage sales, import, and finance, staff and third-party contractors. Address regulatory and import compliance aspects of the business, freight logistics, and supply chain. Business development and negotiate deals that maximize the company profitability. Bilingual in French (native) and English (fluent).

## CORE COMPETENCES

Business Development  
Category Management  
Leadership

Retail, CPG, wholesale marketing  
Business planning (P&L)  
Procurement Expertise

Regulations  
Account Management  
Customer Development

## EXPERIENCE

### **EQUII, Foodtech Startup Company specialized in plant-based protein, San Leandro, CA 02/2023 - 02/2024** **General Manager - Food Service**

Spearheaded the strategic development and implementation of Food Service initiatives within a pioneering plant-based protein startup, focusing on applications for bakery and pasta products.

- Drove business growth by identifying emerging market trends, consumer preferences and competitive landscapes in the plant-based protein sector.
- Cultivated and maintained strong relationships with key stakeholders including suppliers.
- Collaborated with R&D teams to ensure continuous innovation and the introduction of new, high-quality products.
- Implemented pricing strategies to maximize revenue while remaining competitive in the plant-based food market.

### **SOLIA USA, Disposables and packaging supplier for the Food Industry, Chicago, IL 01/2015 - 02/2023** **Managing Director**

Managed the US subsidiary of a French company, establishing a solid business model to the different distribution networks and to the various typology of clients: Catering, Hotels, Pastry, Bakery, Restaurants.

- Defined the strategy and the annual budget for the company based on current market conditions to maximize profits.
- Increased client base by 200% from 2015 to 2023.
- Negotiate with major key accounts to increase sales. Increased sales YOY of 25%.
- Supervise supply chain and imports from Asia and Europe to ensure that necessary products are on hand.

### **METRO CASH & CARRY, International wholesale stores, Nanterre, France 10/2007 - 10/2014** **Chief Procurement Officer - Disposables, Hygiene, Cosmetics Department** 2010 - 2014

Led a team of senior buyers in charge of business development with key account suppliers. Managed P&L and full commercial activities for customers in the food industry business.

- Developed and drove business strategy development for 95 wholesale stores.
- Managed a profit center achieving sales of €230 million.
- Led international negotiations for Metro Group in Europe.

### **Senior Buyer - Cosmetic and Hygiene categories** 2009 - 2010

Managed contract negotiations and strategic engagement with Key account suppliers, covering operations in stores.

- Analyzed market and category performance to make product recommendations.
- Defined assortment, pricing, and promotion activities for the entire category.
- Organized and managed the shelving plans with Marketing teams to optimize merchandising.

**Buyer - Tableware category**

2007 - 2009

Managed stores' relationship and led projects through initiating, planning, executing, and monitoring.

- Defined catalog offers and promotions for national campaigns.
- Coordinated and implemented the seasonal collections.
- Determined the assortment of products for the category.

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**LES MOUSQUETAIRES, Retail stores, Bondoufle, France****10/2001 - 10/2007****Brand Manager Intermarché - Back to school and Arts de la Table - CPG Market**

Drove marketing strategy development for private labels following company policies and procedure.

- Established requirements for product specifications.
- Defined specifications to design agencies for the packaging products.
- Interacted with quality and purchasing departments to implement products in stores.

**Category Manager Bricomarché - DIY supermarket**

Managed promotional and assortment strategy for national brand and private brand products.

- Planned and monitored promotional catalog campaigns for multiple categories.
- Conducted marketing review of products assortment to ensure variety of options.
- Issued recommendations to the purchasing departments to create proper mix of products and brands.

**Brand Manager Bricomarché - Hardware market**

Researched and analyzed business opportunity for private hardware brand market by evaluating target segment, market entry, consumption pattern and pricing.

- Conducted panel and survey for brand name research to make appropriate recommendations.
- Managed a clear analysis of the existing designs and products.
- Issued functional design specifications based on research and analysis.

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**EMI MUSIC, Major Music Company, Issy les Moulineaux, France****09/1998 - 10/2001****Product Manager**

Managed multiple artistic projects, led the development of marketing activities for the release of singers' albums.

- Coordinated promotional media with Communication Agencies.
- Supervised commercial releases with sales team and legal department.
- Conducted briefings with design agencies, photographers, and video clip production companies.

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**OLYMPIC ATHLETE, French National Team Table Tennis player****09/1987 - 09/1998**

Passionate, invested, hardworking, fun, competitive.

- Barcelona Olympic games, 1992.
- World College team and double men Champion, 1992.
- European team champion, 1994, 1998.
- French College single and double men champion, 6 times.

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**EDUCATION****Master of Science (MS), Marketing & Communication**

ESCP, Business School, Paris, France

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**ADDENDA**

- Bronze and silver medal of the French Secretary of Sports.
- Bilingual in French (native) and English (fluent).