





# Edem KOBI

**BUSINESS DEVELOPMENT MANAGER |  
BILINGUAL ENGLISH/FRENCH | FOOD  
INDUSTRY**

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**DRIVING LICENCE**



## PROFILE

Dynamic and results-driven bilingual (English/French) Business Development Manager with experience driving sales and strategic growth for leading French food groups in the U.S. market. Proven ability to identify new business opportunities, manage key retail accounts, and execute go-to-market strategies across international teams. Entrepreneurial mindset with strong communication, negotiation, and cross-functional collaboration skills. These are the skills I am eager to bring to your organization to contribute to its continued growth and success.

## PROFESSIONAL EXPERIENCE

### **BUSINESS DEVELOPER - VIVIEN PAILLE (GROUPE AVRIL) - CHICAGO, USA**

Jan2025 - Present

- Prospected and engaged with 15 U.S./Canadian retailers and distributors, to develop new business partnerships in the dry food categories
- Coordinated key client accounts, optimizing day-to-day operations (orders, reduce costs and improve recipes)
- Collaborated with marketing to tailor trade show presentations and support market entry strategies
- Represented the brand at 3 major U.S. trade shows, strengthening brand visibility and expanding the professional network

### **TRADE MARKETING EXPORT ASSISTANT- LESIEUR (GROUPE AVRIL) - PARIS, FRANCE**

Sept2022 - Sept2023 / work study program

- Supported the international marketing strategy for 6 global distributors across TV, digital, and in-store campaigns
- Created commercial materials (sales pitch decks, product sheets) and adapted packaging for export markets
- Contributed to the organization of the company's booth at ANUGA, strengthening Lesieur's global visibility.

### **PRODUCT MARKETING INTERN - SAMSUNG - PARIS, FRANCE**

Jul - Dec 2021

- Assisted in managing a product launch and coordinating marketing campaigns (press, digital, POS)
- Analyzed market trends and competitors to support product positioning decisions
- Collaborated on promotional tools and communication updates to improve customer engagement

### **B2B MARKETING INTERN - BOUYGUES TELECOM - PARIS, FRANCE**

Jan - Jun 2021

- Briefing and follow-up of 4 lead generation operations
- Supported B2B marketing campaigns to promote 5G services in France
- Monitored campaign performance using Salesforce and benchmarked competitors
- Contributed to sales enablement tools and communication for national sales teams

## EDUCATION

### **MASTER IN MANAGEMENT (INNOVATIVE PROJECT MANAGER – NEW BUSINESS DEVELOPMENT MANAGER)**

Rennes School of Business — 2023

**6-month academic exchange — Brazil (2022)**

### **BACHELOR'S DEGREE IN ECONOMICS AND MANAGEMENT**

University of Paris - 2020

## SKILLS

#### **TECHNICAL**

- Microsoft Office (Excel, PowerPoint)
- Salesforce
- Tableau Software — Data visualization
- Canva — Content creation

#### **LANGUAGES**

- French - Native
- English — C1 (Fluent)
- Spanish — A2 (Beginner)
- Portuguese — A1 (Beginner)

#### **PROFESSIONAL**

Project Management - Client Relationship Management - Time Management & Organizational Skills - Sales Strategy - Contract Negotiation - Market Analysis - Business Development

## HOBBIES

**SPORTS:** Handball (youth french champion), triathlon, volleyball, running

Modelling photography

**TRAVEL:** Europe, Central America, Asia, Oceania, North America