



CHIEF BUSINESS OFFICER – GENERAL MANAGER

BERTRAND SPILTHOOREN

citizenship



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PROFILE

Senior international Director whose career spans 15 years in e-Health and Innovation Digital, Transformation including 10 years of management, in both corporate and entrepreneurial environment. International mobility

EDUCATION

2021

INSEAD | Fontainebleau
Executive Certificate
The Leadership Transition Program

2017 – 2018

ESSEC Business School | Paris
Business strategy and sales management
(Obtention Master 2 et GPA 17/20)

2013 – 2015

ESSEC Business School | Paris
Master General Management of Operations
Thesis under Francis MAMBRINI Direction
(Obtention GPA 16.37/20)

2002 – 2006

Sup de Co | Marrakech
Marketing
(Obtention Licence)

LANGUAGES

French : Native language

Le Robert certified in French mastering

English : Bilingual (+TOEIC : 885)

Spanish : Level B2

Arabic : Oral notions

HOBBIES & ASSOCIATIONS



ESSEC
BUSINESS SCHOOL
ALUMNI

eum

SFMU
Société Française de
Marketing d'origine

WORK EXPERIENCE

GPLExpert

Île-de-France (75) | Jul. 2021 – Oct. 2021

TRANSITION GENERAL MANAGER

I have been hired to implement a management system and elaborate strategic recommendations in this family business operating in healthcare IT infrastructure which developed quickly during the last 3 years.

-> Reporting to CEO

- Established a system for collecting and monitoring the company's key indicators
- Defined a strategy and an action plan in purchasing, marketing and operations
- Redesign of contracts (implementation of a pre-requisite, implementation of PAQ, revision of sales conditions)

ZOLL DATA SYSTEMS

Voisins-le-Bretonneux (78) | Jul. 2019 – Jul. 2021

COUNTRY MANAGER FRANCE & SWITZERLAND, ZOLL MEDICAL CORP., DATA SYSTEMS DIVISION

ZOLL Data Systems is the world leader in providing digital tools to emergency medical services.

- BU creation and activities from scratch
- Raise of a 500K€ annual budget from the ZOLL Data Systems board
- Management of a 150K€ marketing budget

-> Reporting to ZOLL Data Systems' President

Key Achievements:

- Alliance development: SFMU, GETAC, ANDSIS, Anamnesis, ANS, DNS, Numeum, Nuance Dragon, LESSIS
- Business development: SAMU 95, ARS IDF, 7 Grades, UGAP referencing; Pricing policy
- Marketing : Website redesign, SEO, Content creation (Video, newsletter, brochure, Booth...)

BERGER-LEVRAULT

Île-de-France(75)| Jun. 2018 – Jun. 2019

HEALTHCARE SOFTWARE SALES DIRECTOR

- 5 M€ Euros sales target reached
- Manage the team of 3 sedentary customer consultants and 3 sales engineers
- Reporting Participation in corporate projects
- Market the different offers, sales forecasts
- Represent the company, Manage the portfolio



WORK EXPERIENCE

BERGER-LEVRAULT

South of France | Nov. 2017 – Jun. 2018

HEALTHCARE SOFTWARE TERRITORY MANAGER

Bring the health and social offer to Berger-Levrault's customers and prospects

- 1,6 M€ Sales Target reached
- Market the different offers
- Make sales forecasts
- Participation in business projects
- Animate 5 sedentary

WALGREENS BOOTS ALLIANCE, ALCURA DIVISION

Gennevilliers (92) | Jan. 2017 – Nov. 2017

SALES EFFICIENCY MANAGER

- Supervise the sales force (60 people) in support of Regional Sales Managers to implement digital sales culture
- Analyze the activity data, prepare the reporting to the Direction
- Member of the Steering Committee

Achievements:

- 77 M€ Sales target Reached
- Development of new monitoring tools for managing the activity in collaboration with the DRs
- Development of the MyAlcura brochure and speeches in collaboration with sales and marketing departments

EHEALTH INDEPENDENT CONSULTANT (PART-TIME)

Independent | Jul. 2016 – Present

Putting digital tools at the service of healthcare professionals and patients

Since 11/2021

- Collaboration in the realization of the HiNounou.com business plan with Charles BARK, Xavier SCHNEIDER, Daddyer DUPONT as General Manager and Chief Business Officer, I-Lab presentation, clinical study protocol development
- Collaboration in the fundraising of GLOBAL-ID directed by Lambert SONNA and offering a tool to secure access to databases
- Collaboration in the launch of the artificial intelligence algorithm for forecasting the flow of emergency room visits, led by Milvue. In collaboration with Aïssa KHELIFA and the MILVUE team

Since 2016, for AFMC-LR (Healthcare training association)

- Analysis of the training needs of professionals in the use of digital tools.
- Development of fundraising files supported by the FAF-PM in the context of continuing education.
- Training of Caregivers

CEGEDIM, CLM DIVISION

Montpellier (34) | May 2011 – Aug. 2016

BUSINESS UNIT MANAGER

CLM is one of the main healthcare software providers for healthcare professionals

- BU creation and startup activities from scratch
- 49%: average annual customer base growth
- 65 %: average annual recurrent turnover growth
- 1M€ Global Agency Turnover in 2015
- Technical and complex sales
- Strategic planning
- Institutional relationship establishment
- Technical team management (3 people)
- Marketing and event (organization and animation)
- Professional meetings

CEGEDIM, CLM DIVISION

Lyon (69) | Jan. 2009 – May 2011

TERRITORY MANAGER

- Software, hardware, services sales to liberal physicians, clinics, hospitals
- 2010: French n°1 / 20 sales engineers
 - 202 137,35 € margin
 - 113 Licenses
- 2009: French n°3 / 20 sales engineers