



Bertrand SPILTHOOREN

40 years old – married – 2 children

French & Swiss citizen

SKILLS

Soft skills

- * Leadership
- * Enthusiasm and optimism
- * Boldness and energy
- * High standards and rigor
- * Sense of ethics

Profession

- * Develop and implement a sales and marketing strategy creating value
- * Conduct studies and analyses
- * Estimate and manage a budget
- * Work in project mode
- * Manage, unite and coach teams around an innovative project
- * Optimize the customer journey and experience
- * Evaluate and improve performance

Computer Skills

- * MS Office
- * CRM (salesforce, Dynamics, hubspot...)
- * Google analytics, Outreach, Google Looker, Google trends
- * ChatGPT, MS Designer
- * Sage
- * Canva, GIMP
- * Social media
- * WordPress

Languages

- * English : Fluent (TOEIC 2016 : 885)
- * Spanish : B2
- * Arabic : Basic oral skills

Education

Executive certificate ■ 2023
Digital & Marketing strategy
HEC Executive Education - Paris

Executive certificate ■ 2021
The leadership Transition Program
INSEAD - Fontainebleau

MASTER 2 ■ 2018
Salesforce strategy and management
ESSEC Business School - Paris

MASTER 2 ■ 2015
Operationnal Management
Thesis supervised by Francis Mambrini
ESSEC Business School - Paris

Marketing Bachelor ■ 2006
Sup de Co – Marrakech

Strategy & development manager - e-health

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With nearly 15 years of experience in managing complex and ambitious projects to ensure the growth of digital activities in the healthcare sector, from defining the strategy to achieving and surpassing set goals. I rely on my expertise in digital transformation and human support through close-knit management to excel in innovative projects. Today, I wish to continue my fulfillment in a renowned international company.

Professional Experience

Médicalia

Home Healthcare Provider – 13 million Euros revenue – 80 persons

National Director

📍 France

📅 oct. 2022 - may 2023

Mission: In a restructuring context, responsible for reorganizing the activity and enabling development across the metropolitan territory.

Success: 36% increase in monthly revenue and 39% increase in the number of patients handled.

- Management of a team of 20 people: regional directors, close-knit managers, BPDO-responsible pharmacists, coordinating nurses, dieticians, and technicians
- Accounting analysis, financial optimization, treasury, and purchasing
- Implementation of compliance processes to reduce financial risk
- Human Resources management: personnel management, training, onboarding, offboarding
- Development of marketing strategy, organization, and participation in conferences
- Business development through team management, goal setting, and implementing the means to achieve them
- Strengthening relationships with the group's network and clients
- Leading IT projects, auditing, and ensuring compliance of various communication means and computer systems
- Deployment of activity monitoring tools and reporting to the President based in Guadeloupe

GPExpert

Healthcare IT assistance and services – 10 million Euros revenue – 70 persons

Interim General Manager

📍 Paris

📅 jul. - oct. 2021

Mission: In a context of strong growth over the past 3 years for this family-owned company, responsible for implementing a management system and developing strategic recommendations in the areas of procurement, marketing, and operations.

- Definition of the strategy and action plan to implement
- Overhaul of contracts: implementation of prerequisites, the PAQ, and revision of sales conditions
- Performance analysis and implementation of a KPI collection and tracking system

ZOLL Medical Corp – division ZOLL Data Systems

International Digital Tools Provider for Prehospital Emergency Services – 2 Billion Euros revenue – 5 000 Persons

Country manager France & Switzerland

📍 Voisins-le-Bretonneux

📅 jul. 2019 - jul. 2021

Mission: Reporting to the US CEO, establishing the Data System in the French and Swiss markets by obtaining an annual budget of €500K to start the activity.

Success: Repositioning during the Covid period by transforming the budget into a donation for charitable causes, increasing brand recognition.

- Development of marketing strategy: website redesign, SEO, video content creation, newsletter, brochure, exhibition stand, with a budget of €150K
- Management and implementation of alliances: SFMU, GETAC, ANDSIS, Anamnesis, ANS, DNS, Numeum, Nuance Dragon, LESSIS
- Pricing policy management
- Business development: SAMU 95, ARS IDF, 7 Grades, UGAP listing

Interests

- * Reading scientific publications
- * Appreciation for all kind of art
- * Theatre, ballet, opéra
- * Tennis player
- * Competitive paragliding and handball
- * Amateur blacksmith and knife making
- * Karting, Fitness, scuba diving

Associations

- * SFMU : Innovation board
- * Numeum : Health commission
- * FedePSAD : Infusion commission
- * AGIR : Volunteer
- * ESSEC Alumni Health : Board member
- * ESSEC Cigare : membre
- * ASAGE : member
- * Sauv Life : patron
- * Blood donor

Berger-Levrault

International Software and Digital Services Publisher – 150 million Euros revenue – 2 500 persons

Sales Director

Paris

jun 2018 - jun 2019

Mission: Responsible for managing a sales team of 3 in-house salespeople and 3 sales engineers in the healthcare software sales.

Success: Achieved the €5M revenue target.

Participation in various projects, sales monitoring, and reporting

Territory Manager

South of France

nov. 2017 - jun 2018

Mission: In the context of renewing the healthcare and social services web offering, responsible for marketing new products to clients and prospects.

Success: Achieved the €1.6M sales target

- Development of forecasts, budgets, and sales projects
- Management and supervision of 5 in-house salespeople

Walgreen Boots Alliance – division Alcura

International Homecare and Medical Devices Distribution – 142 billion Euros revenue – 500 000 Persons

Sales Efficiency Manager

Genevilliers

jan. 2017 - nov. 2017

Mission: Managing field teams for 4 regional offices, responsible for transferring digital product culture to a team of 60 salespeople.

Success: Achieved the €77M sales target.

- Sales force supervision, organization, and facilitation of workshops
- Creation of sales support tools, redesign of sales pitch, and support for the first sale
- Development and implementation of new analysis tools and KPIs, reporting to the General Manager

BS Consultant

International E-health consulting

Independent Consultant

Geneva

Since 2016

Mission: In response to the needs of healthcare professionals and their patients, support in the implementation of digital tools and training in their use.

Success: Notably, collaboration on the launch of the AI algorithm to predict emergency room visits, led by Aïssa Khelifa of Milvue, with appointment to the "innovation board" by the French Society of Emergency Medicine.

- Project management for training: needs analysis, funding application compilation, and session facilitation
- Participation in the development of Business Plans, clinical study protocols
- Securing fundraising

Cegedim – Division CLM

International Software, Hardware, and Services Provider for Independent Physicians, Clinics, and Hospitals

1 billion Euros revenue – 9 000 Persons

Business Unit Manager

Montpellier

2011 - 2016

Mission: Responsible for creating the BU, starting the activity, and building the client portfolio.

Success: Annual growth of +49% in terms of clients and +65% in recurring revenue.

In 2015, the revenue reached €1M.

- Market research and development of 6-month, 1-year, and 2-year business plans
- Strategy planning
- Identification and creation of partnerships, institutional relationships, user association creation
- Implementation of business operating procedures
- Budget management
- Organization and facilitation of marketing operations, events
- Management of a technical sales team
- Technical and complex sales

Territory Manager

Lyon

2009 - 2011

Mission: Responsible for sales development in the Lyon region.

Success: Exceeded the target by +700%, leading to an internal promotion.