



Claude R. JAECK

Port. 86 - 138 165 067 25
jaeckclaude@outlook.com

XiJiao BaoCheng Garden,
Block 26, apt. 1102
100, Jin Bang Road,
SHANGHAI 200335 - CHINA
Tel. 86 21 - 62 68 42 99

Multicultural Senior Management Executive with over twenty five years of successfully growing and developing a wide range of businesses throughout the Asian region. Very skillfull at initiating and managing Asian independent entities or strategic alliances, opening new markets, introducing new products and processing of analytical information.

Key competencies include international strategy and development, change management, dynamic leadership with entrepreneurial / creative qualities.

Professional assignments all included a very strong manufacturing component but with a definite forte in sales and marketing. Multilingual French national fluent in French, English and German.

RELECOM & PARTNERS

www.relecom-partners.com

*RELECOM & PARTNERS SAS, Paris **Senior Partner***

*RELECOM & PARTNERS (HK) LTD., Hong Kong **Managing Partner***

Since November 2013

Based in Shanghai - China

► Boutique consulting firm integrating the cultural dimension as a key success factor in the management of international projects. Founded in Paris in 2007 R&P has offices in 8 countries leveraging an integrated network of excellence, connecting senior advisors with local cultural expertise and an influential network.

Engaged in advisory activities for large groups as well as mid-cap companies on emerging markets R&P offers expertise in following areas : cultural intelligence and benchmarking, strategic analysis & coordination,

M & A, post-merger integration, fund-raising & tender support as well as litigation support. R&P accompanies top executives of several CAC40, state-owned and mid-sized French companies as well as Brazilian, Chinese, Indian, Italian and Middle East firms.

BEAULIEU INTERNATIONAL GROUP

www.bintg.com

BEAULIEU ASIA CO. LTD

Dec 2010 to June 2013 General Manager

Based in Rizhao / Shandong province and Shanghai - China

► Beaulieu International Group is a vertically integrated Belgian industrial group with production capabilities ranging from raw materials to finished floorcovering products. BIG is a European key player in raw materials (PP & PA granules, fibres, yarns for floorcoverings and technical textiles), in flooring solutions (tuft, needle felt, bath rugs, cushion vinyl, LVTs, laminate, engineered parquet) and a major player worldwide in its sector.

Big has 3000 over employees working in 20 locations over 8 countries and sales revenue of euros 1.4 billion. The Beaulieu Asia Operations are wholly owned by BIG and currently operate 2 production sites in Rizhao and Weihai, Shandong province with a Regional Headquarter in Shanghai. Beaulieu (Rizhao) Floorcoverings Co. Ltd (BRF) is specialized in the production of needle felt and tufted carpet with different kinds of backing used in exhibition, residential, commercial and automotive applications. Beaulieu Technical textiles (Weihai) Co. Ltd. extrudes and weaves yarns to be used in the carpet industry as well as geo and agro textiles, while the new facility under construction nearby will produce PP and nylon yarns and PP fibers for a variety of applications.

- ▶ Key objectives in this mandate were 1) the restructuring and turn around of the Rizhao facility, thus building the foundations and the necessary conditions for the group's industrial and commercial expansion in the Far East, 2) the setting up of the Shanghai regional management headquarter, 3) leading the industrial expansion in Weihai.

INDEPENDENT MANAGEMENT CONSULTANT

Based in Shanghai - China

Oct. 2008 to Nov. 2010

- ▶ Independent consultant acting as Senior Interim Manager and in advisory roles in strategic as well as operational assignments across the Asian region with a particular emphasis on economic intelligence

APEM GROUP

www.apem.com

APEM S.A. / France

Sept. 2005 to April 2008 *Managing Director for Asia*

APEM Shanghai Representative Office / Shanghai

Dec. 2005 to April 2008 *Chief Representative for China & the Far East*

- ▶ APEM is a French medium sized enterprise, manufacturing and distributing professional switches, industrial contacts, joysticks and keyboards.

Leader in its field, it sells products to such markets as industrial, instrumentation, security, telecommunications, military, automotive and medical. It has 15'000 catalogue switching references with low or high current ratings, all manufactured and assembled in various wholly owned sites around the world with consolidated sales in excess of euro 80m.

- ▶ Major deliverables in this assignment include the formulation and early implementation of an industrial and commercial development strategy in China and the Far East, setting up of a Shanghai based sales organization, identification of key strategic alliance partners for distribution, direct key account management and integration of an acquired industrial operation in Jiangsu..

ARC INTERNATIONAL

www.arc-intl.com

- ▶ Arc International is a leading glassware and tableware specialist headquartered in France. It is a wholly owned family business with sales in excess of euro 1 billion. The company has 15'000 employees globally and has a sales presence in over 160 countries. It manufactures, sources and distributes different brands, each with its own positioning from mass distribution to luxury goods, from consumer brands to professional services : Luminarc, Arcoroc, Cristal d'Arques, Mikasa, Studio Nova and Salviati. AGN is a China based subsidiary of Arc International engaged in the development, manufacturing and distribution of glassware products for both domestic and export markets.

ARC GLASSWARE (NANJING) CO. LTD.

March 2004 to Feb. 2005

Managing Director and Director of Sales and Marketing

Based in Shanghai and Nanjing.

► As Country Manager, I was responsible for overseeing and managing all operations in China including manufacturing activities (P&L responsibility) comprised of manufacturing, sales, marketing, business development, client management, finance, human resources, administration, legal issues, business and strategy formulation etc.

Other than the day-to-day running, further key tasks were to drive and deliver short term business growth (daily manufacturing output of 130 tons of glass tableware), have a determining input into the long term strategic growth plan, organizational and business development and provide change in a manufacturing-centric organizational culture.

ARC GLASSWARE SHANGHAI REPRESENTATIVE OFFICE

May 2003 to Feb. 2005 Chief Representative for China and Director of Sales

& Marketing Based in Shanghai

► At first responsible for the identification and implementation of all commercial and marketing policies across the Group's brand portfolio in China. This new position encompassed the setting up of the domestic distribution networks and the building of a supporting sales organization.

Other key responsibilities included : Pre-operating budgeting, Product range definition, product life cycle management, price positioning, securing manufacturing volumes, meeting revenue/profitability targets, providing regional expertise to develop sales in the Asia Pacific rim, modern distribution sales channel development. From March 2004, I took the overall responsibility of the Group's Operations in China including the industrial set-up (AGN) in Nanjing and laying the foundations for the Group's strategic deployment in China : production transfer and expansion, distribution control, global sourcing and logistic platform

SWANK INTERNATIONAL GROUP

July 1999 - April 2002 Director of Marketing & Sales

Based in Hong Kong

► Public listed manufacturer of optical frames, sunglasses and lenses with its industrial base in the Guangdong Province of China and sales of HK\$ 300 million mainly to Europe and North America. Owned by a consortium of banks, the board's main task was to restructure the company to improve the company's value.

► As one of four Executive Directors on the Board, my key responsibility was to "re-invent" the company's product portfolio.

Pioneered and repositioned the company's product development, manufacturing and marketing strategy from moderately priced products to prestigious eyewear brands. Created and coached a high-performance middle management team which set the stage for the bank's divestiture and new corporate ownership.

DELIFRANCE ASIA LTD

www.delifrance.com

April 1997 - June 1999

General Manager, International Corporate Development

Based in Hong Kong

► Owns and operates a retail-chain of 250 French Café-Bakeries throughout Asia; publicly listed and headquartered in Singapore with sales in excess of S\$ 130 million. Vertically integrated with frozen dough factories.

► Organized the company's Asia-Pacific development strategy.

Fostered solid relationships throughout the region with potential franchisees and joint-venture partners. Set up the Shanghai and the Bangkok wholly-owned subsidiaries and was entrusted with their direct operational responsibility. Concurrently assumed the management of the Philippines joint-venture and developed its market presence.

● ESSILOR INTERNATIONAL GROUP

www.essilor.com

PACIFIC INTERTRADE COMPANY PTE. LTD.

April 1992 - March 1997 *Owner and Managing Director*

Based in Bangkok

- ▶ Exclusive distribution arm of Essilor International in Vietnam, Cambodia, Laos and Myanmar. Purposely set up to organize a network of distributors for the world's largest manufacturer of optical lenses. Diversified its activity into optical frames and secured the exclusive distribution rights for a portfolio of luxury eyewear such as Cartier, Fred and Boucheron and pioneered their market re-introduction. Sold turn-key optical shops and lens surfacing laboratories to then emerging markets in Indochina and Myanmar.

BANGKOK OPTICAL DISTRIBUTION CO. LTD.

June 1987 - March 1992 *Managing Director*

Based in Bangkok

- ▶ Thai distribution subsidiary of Essilor International. Led the acquisition of the Thai distributor and assumed full responsibility for its integration into the Essilor Group. Combining cultural and technical expertise built a small Chinese family business into a THB 100 million state of the art distribution entity. Assisted Essilor's industrialization drive into Asia and laid the foundation stone of what was to become Essilor's largest ophthalmic lens factory.

ESSILOR FAR EAST LTD.

May 1985 - May 1987 *Representative for South East Asia*

Based in Singapore

- ▶ Singapore Representative Office for the Hong Kong based Essilor Far East Headquarters. The office's main function was to give marketing assistance to distributors and assess acquisition opportunities with the underlying aim to control a network of wholly-owned distribution subsidiaries. Successfully acquired Singapore, Malaysia and Thai distributors.

● FRENCH BUSINESS ASSOCIATION

www.fccsingapore.com

October 1983 - March 1985 *Executive Secretary*

Based in Singapore

- ▶ De facto French Chamber of Commerce in Singapore serving as a business forum and lobby group for established French companies and an assistance platform for metropolitan companies wishing to develop their presence in Singapore and the Far East. As part of the French National Service scheme for business school graduates, I integrated the Foreign Service and was seconded to the FBA to take care of the day to day operation of the Chamber.

- ▶ **Middlesex University, London - U.K.**
B.A. Honours degree in European Business Administration.
- ▶ **Ecole Supérieure de Commerce, Reims - France**
Diplôme d'Études Supérieures Européennes de Management
French Business School Degree
- ▶ **INSEAD, Euro-asia Campus - Singapore**
Human resources Management
- ▶ **IHEDN, Paris – France**
Economic Intelligence

-
- ▶ Born in Basle (Switzerland) on February 25th, 1960.
 - ▶ Chairman of the Middlesex University Alumni Association in Hong Kong, 2001
 - ▶ General Delegate for China of Le Souvenir Français from 2006 to 2018 (www.souvenir-francais-asie.com) and Honorary General Delegate since December 2018.
 - ▶ Founding President of La Société d'Histoire des Français de Chine since 2009 (SHFC)
 - ▶ Officer in the French Reserve (ICETA) and China Coordinator of Union Nationale des Officiers de Réserve (www.unor-reserves.fr)
 - ▶ Founder (2014) and Honorary President of the Amicale des Alsaciens de Shanghai
 - ▶ Founding Member of Cercle K2 (www.cercle-k2.fr)
 - ▶ Member of the Board and General Delegate for China of Association Française de Soutien à l'Armée Française (www.asafrance.fr)
 - ▶ Appointed foreign Trade Advisor to the French Government (CCE) since 1990.
 - ▶ Non Executive Director of Closer to Heaven (NGO) www.closetoheaven.org
 - ▶ Married to Hsieh Shau-Yu with 2 children, Sheela (30) and Francois-Guillaume (24).
 - ▶ Interests in Oriental antiques, rare books, Napoleonic history & French history in Asian as well as genealogy.
 - ▶ Awarded the Academic Palms (Chevalier dans l'Ordre des Palmes Académiques) by the French Ministry of Education in January 2019