



# Arnaud Couvreur

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Over the course of my journey, I've built a unique path from French **industry leadership** to Australian **business innovation** and **operations management**. My career has been driven by a deep passion for understanding and developing people, whether negotiating national workplace agreements, transforming hospitality venues or implementing enterprise solutions.

My strength lies in **bringing people together** to achieve shared goals, combining **strategic thinking** with genuine empathy. I blend methodical precision with creative **problem-solving**, always seeking to understand the human element in business challenges. Recently completing my Doctorate in Business Administration reflects my commitment to **continuous learning** and personal growth.

At heart, I'm an **integrator** – someone who builds bridges between ideas, cultures and people. My unwavering commitment to **honesty and integrity** makes me a reliable partner for even the most challenging missions. Whether it's transforming organisations or developing new business concepts, I bring determination, **optimism and authentic leadership** to every challenge.

## **Strengths and Skills**

- **Strategic Business Development & Growth:** Proven track record of leading organisations, developing new business ventures and implementing successful growth strategies across multiple sectors and roles
- **People Leadership & Stakeholder Management:** Exceptional ability to build and lead high-performing teams whilst serving on multiple boards and committees. Proven expertise in managing complex stakeholder relationships across government, industry and unions, driving organisational change through empathetic leadership
- **Financial & Operational Excellence:** Strong expertise in budget management, cost optimisation and operational efficiency, consistently delivering improved business performance and profitability
- **Change Management & Innovation:** Demonstrated success in leading organisational transformations, implementing new systems (ERP) and driving innovation in business processes and customer offerings
- **Industrial Relations & Negotiation:** Extensive experience in collective bargaining, workplace relations and successfully managing complex negotiations with government bodies, unions and industry stakeholders
- **Cross-Cultural Business Acumen:** Unique combination of French and Australian business experience, with proven ability to adapt and succeed in diverse cultural and regulatory environments
- **Project & Risk Management:** Strong track record in managing complex projects, analysing risks and implementing effective solutions while ensuring compliance and stakeholder satisfaction

## **Work History**

Since 02/2025 | **Head of WA Chapter** (8 months mission)

French Australian Chamber of Commerce and Industry (FACCI) - Perth WA

- Business Development - Membership recruitment and sponsorship securing with revenue targets
- Event Management - Full event planning, budgeting, and execution for business functions
- Stakeholder Relations - Managing relationships with French/Australian companies and government organisations
- Marketing & Communications - Social media management, website updates, and promotional campaigns
- Leadership & Administration - Team management of interns and cross-functional collaboration

08/2023 - 01/2025 | **Co-Founder | Business Developer | Project Director**

ERP Power - Perth (trading as OTOOL)

- Business development / Growth strategy / Marketing
- Commercial offering / Project Management
- Budget and Accounting
- Team recruitment & Management (remote developers)

**03/2022 - 01/2024 | Sales and Supply Chain Coordinator | ERP Project Manager**

Profluid - Wangara WA

- Assisting the Director with strategic growth and effectiveness of daily operations
- Responsible for the sales department and clients' experience
- Managing the worldwide supply chain
- ERP solution designing and implementation, project management

**08/2021 - 03/2022 | Business Developer | Venue Manager**

CEO Institute Skylounge - West Perth WA

- Assisting the Director in the definition of the vision and the customer's offering
- Business development / redesigning the customer's offering (F&B and events)
- Leading all aspects of facility operations, including operating policies;
- Acting as manager on duty for the venue and events
- Monitoring and managing operational and event expenses
- Leading and motivating the team in establishing performance standards

**12/2020 - 05/2021 | General Manager (transition role)**

Wild Bakery - West Perth WA

- Overseeing and coordinating the daily bakery operations
- Creating and implementing growth strategies
- Measuring performance productivity and identifying areas requiring cost reduction or improvement
- Setting key performance goals and monitoring the quality of both product and customer service

**09/2019 - 12/2020 | Financial Auditor | Night Manager**

ACCOR Pullman - Bunker Bay WA

- In charge of the complete audit of the resort revenues from rooms, restaurant, bar, spa and catering functions
- Acting as manager on duty during night working hours
- Supporting the front office as needed

**12/2016 - 07/2019 | Managing Director | Business Developer**

Par L'Ouest - Perth WA (trading as Hexagone on Hay Street and The Crêperie by Hexagone)

- Business development / Branding / Marketing / Project management
- Recruiting teams, training employees on proper customer service practices
- Overseeing accounting and monitoring operations and budgets
- Coordinating daily front-of-house and back-the-house restaurant operations (including the kitchen's operations)
- Controlling operational costs and identifying measures to cut waste and increase profitability

**01/2015 - 12/2016 | Career transition and professional development**

- English study (Taylors College, Claremont WA)
- MBA study (Excelia La Rochelle - France )
- Internship as Hotel Manager and Project Manager (Burgundy - France)
- Settlement in Perth

**05/2010 - 12/2014 | Founder | Chief Executive (Délégué Général)**

UNIDIS, UNIDIS Stratégie et Avenir - Paris

- Business development and growth strategy
- Boards and committees management
- Leadership & Administration - Team management
- Being the company's public face and leading stakeholder management (government ministers, trade unions, media and members)
- In charge of the national collective bargaining with the five national trade unions and the French Government
- Board and committee member of employers' national and European organisations (GFI, MEDEF, INRS, OPCA 3+, AG3+, ADEFPA, FORMAPAP, CNAM-TS, CEPI, MIP)

UNIPAS - Paris

**07/2006 - 05/2010 | General Secretary (Secrétaire Général)**

- Responsible for national collective bargaining (employers' representative)
- In charge of public relations (government ministers, trade unions, national employers' organisations)
- Assisting the employer organisation's members in their workplace relations issues, representing them for the French industrial tribunal
- Defining and supervising the national professional training and educational strategy
- Advocating the profession's interest in national industrial organisations

07/2005 - 07/2006 | **Deputy General Secretary (Secrétaire Général Adjoint)**  
09/2002 - 06/2005 | **Director of Labour and Employment (Directeur Affaires Sociales)**  
09/2000 - 09/2002 | **Legal advisor in labour and employment law (Juriste Droit Social)**

10/1991 - 06/2000 | **Assistant supervisor | Teacher in law, civics and citizenship education**  
Education National - Nantes

## **Education/Training**

2023-2024 | **Doctorat of Business Administration (DBA)**, major in Hospitality and Business Management  
City University of Paris - France

2025-2016 | **MBA/MSC Tourism and Hospitality Management** (UNWTO TedQual certification)  
Excelia Business School of La Rochelle - France

2011 - 2012 | **Industrial Relations Certificate of Further Education**, XXXI<sup>e</sup> Session: "Contemporary manufacturing and social reality: new ways to create wealth" (French Canada, Sweden, France)  
INTEPF, National ministerial institute and school of labour, Lyon - France

1992 - 2000 | **Degree** (major in employment and labour law) and **Master** (major in French and European labour law)  
Law School, University of Nantes - France

1996- 1997 | **Master in Human Resources, major in Sociology of Organisations**  
Conservatoire National des Arts et Métiers, Nantes - France

## **Non-profit Experiences | Board Member Roles**

02/2019- 12/2020 | **Store and collecting officer**  
Vinnies, Margaret River WA

01/2002- 12/2015 | **Co-Managing Director** (Graphic & Digital Design)  
Designers Anonymes, Paris

06/2002- 12/2014 | **Board & committee member** (see 13 organisations list on my [Linkedin page](#))  
Paris, Rouen, Grenoble, Bruxelles

07/2007- 12/2014 | **General Secretary (Syndicat Général des Instruments à Ecrire)**  
French Screen-printing Association - Paris

01/2002- 12/2006 | **General Secretary (Groupement professionnel de la Serigraphie Française)**  
French Pens Industries Association - Paris

09/1995 - 06/1996 | **Military Service** (General Support and Command Regiment)  
2<sup>o</sup>RCS - Versailles

## **Prize, Award, Distinction**

2024 | Professional Award - Exemplary Graduate of the Year (DBA City University of Paris)

2022 | Australian citizenship

2016 | Australian Distinguished Talent visa

2010 | Health, Safety and Well-Being at Work prize (550 KE - from the Paper and Chemistry Employer Professional Risk Insurance Fund)

## **Other**

- Internationally mobile
- Dual Nationality (French and Australian)
- Driver's licence C & R
- RGL WA Unrestricted Approved Manager Card
- Member of the CEO Institute WA (Syndicate 81)
- Referees list: will be supplied on request

