



Arnaud Couvreur

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French-Australian Executive & Business Development Manager | Strategic Growth & Operations Expert | National Association Leadership | Cross-Cultural Stakeholder Relations | Government & Industry Relations

PROFESSIONAL SUMMARY

French-Australian executive with 20+ years of strategic leadership experience spanning profit and non-profit organisations, industry associations, business operations, and cross-cultural stakeholder management. Proven track record in leading organisational transformation, driving revenue growth, and managing complex negotiations across government bodies, industry sectors, and diverse stakeholder groups.

Core Leadership Strengths: Strategic business development, team leadership, financial management (operations €8M, auditing \$25M AUD), training fund supervision (€100M+), and cross-cultural collaboration. Recently completed Doctorate in Business Administration with expertise in hospitality and business management.

Career Focus: Senior executive roles requiring stakeholder engagement, organisational transformation, and strategic growth leadership in complex, multi-cultural business environments across profit and non-profit sectors.

TECHNICAL SKILLS

- **Sales & Business Development:** CRM Development, Lead Generation, Revenue Growth Strategies, Market Analysis, Membership Recruitment
- **Organisational Leadership:** Profit & Non-Profit Management, Board Governance, Strategic Planning, Change Management, Team Management, New Organisation Creation
- **Business Systems:** ERP Implementation, Supply Chain Management, ISO Compliance Systems, Event Management Platforms
- **Financial Management:** P&L Management, Budget Planning, Financial Auditing, Cash Flow Management, Grant Management
- **Stakeholder Relations:** Government Relations, Industrial Relations, Collective Bargaining, Cross-Cultural Negotiation
- Languages: English (Professional Working Proficiency), French (Fluent - Native)

WORK HISTORY

02/2025 - 09/2025 | **Head of WA Chapter** (8 months mission)

French Australian Chamber of Commerce and Industry (FACCI) - Perth WA | **Bilateral Trade & Commerce**

- Strategic Partnerships: Develop high-value relationships with government and diplomatic organisations
- Revenue Growth: Lead membership recruitment and sponsorship acquisition with revenue targets
- Market Intelligence: Prepare strategic market analysis and competitive intelligence for board decision-making
- Operational Excellence: Oversee event management portfolio generating significant revenue streams
- Digital Transformation: Modernise marketing communications and digital presence initiatives

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

ERP Power - Perth (trading as OTOOL) | **Technology & Business Systems | ERP**

- Startup Leadership: Co-founded technology company with complete business strategy development
- Revenue Generation: Developed and executed comprehensive sales and marketing strategies
- Financial Management: Managed all financial operations including budgeting, accounting, and cash flow
- Team Building: Recruited and managed distributed development teams from overseas
- Product Development: Led CRM strategy development and technology solution delivery

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

Profluid - Wangara WA | **Mining, Energy, Water, Infrastructure and Defence**

- Strategic Advisory: Partnered with executive leadership on growth strategy and operational effectiveness
- Revenue Optimisation: Led sales department transformation and customer experience enhancement
- Supply Chain Excellence: Managed global supply chain operations ensuring ISO compliance standards
- Technology Implementation: Designed and delivered comprehensive ERP solutions

12/2020 - 03/2022 | Business Developer | Venue & General Manager

CEO Institute Skylounge - West Perth WA | Wild Bakery - Fremantle WA | **Food and Beverage | Hospitality**

- Strategic Vision & Business Development: Assisted in defining organisational vision and customer offering development whilst redesigning offerings and creating comprehensive growth strategies for market expansion
- Performance & Quality Management: Measured productivity metrics, identified cost reduction opportunities, and established key performance goals whilst monitoring product and customer service quality standards
- Operational Leadership: Led all facility operations including development and implementation of operating policies ensuring comprehensive operational oversight and efficiency
- Financial Management: Monitored and managed complete operational expenses including P&L, balance sheet, asset management, and cash flow with full financial accountability
- Team Leadership & Compliance: Led and motivated teams in establishing performance standards ensuring WHS compliance and maintaining high operational standards across all departments

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

ACCOR Pullman - Bunker Bay WA | **Hospitality**

- Revenue Audit Leadership: Conducted complete audit of resort revenues (\$25+ million p/y)
- Night Management: Served as manager on duty with full operational responsibility

12/2016 - 07/2019 | Owner & Managing Director | Business Developer

Par L'Ouest - Perth WA (trading as Hexagone on Hay Street & The Crêperie by Hexagone) | **Food and Beverage**

- Business Development: Led comprehensive branding, marketing, and restaurant operations
- Financial Management: Oversaw accounting operations and budget monitoring for profitability
- Team Leadership: Recruited and trained teams ensuring operational excellence

01/2015 - 12/2016 | Career Transition & Professional Development

- Language Development: Completed English language studies at Taylors College, Claremont WA
- MBA Education: Pursued MBA studies at Excelia Business School, La Rochelle
- Professional Experience: Completed internship as Hotel Manager and Project Manager in Burgundy

05/2010 - 12/2014 | Founder | Chief Executive

UNIDIS (ex UNIPAS) - Paris | **Industrial relations | Pulp & Paper industries**

- Strategic Development: Developed growth strategies for profit and non-profit organisations across industrial sectors
- Stakeholder Relations: Served as organisational public face managing relationships with government ministers, trade unions, media and members
- Executive Administration: Led operations management including €8 million annual budgeting
- National Negotiations: Directed collective bargaining with five trade unions for 2450 companies (80,000 employees)
- Board Representation: Active member of national/European organisations overseeing €100+ million funds

07/2006 - 05/2010 | General Secretary

UNIPAS - Paris | **Industrial relations | Pulp & Paper industries**

- National Negotiations: Led national collective bargaining as chief employers' representative in multi-party negotiations
- Stakeholder Relations: Managed strategic relationships with government ministers, trade unions, and national employers' organisations
- Operations Leadership: Led team and operations management ensuring effective organisational performance
- Member Advocacy: Assisted employer organisation members with workplace relations issues and represented them in French industrial tribunals
- Educational Strategy: Defined and supervised national professional training and educational strategy development

07/2005 - 07/2006 | **Deputy General Secretary** (UNIPAS)

09/2002 - 06/2005 | **Director of Labour and Employment** (UNIPAS)

09/2000 - 09/2002 | **Legal Advisor in Labour and Employment Law** (UNIPAS)

EDUCATION / TRAINING

- Doctorate of Business Administration (DBA), European City University, Paris 2024 | Major: Hospitality and Business Management
- MBA Tourism and Hospitality Management, Excelia Business School, La Rochelle, 2016 | UNWTO TedQual Certification
- Industrial Relations Certificate | INTEPF National Institute, Lyon, 2012
- Master in Law, University of Nantes, 2000 | Major: French and European Labour Law
- Master in Human Resources | Conservatoire National des Arts et Métiers, Nantes, 1997 | Major: Sociology of Organisations

BOARD & VOLUNTEER EXPERIENCE

- Board Member and Committee Member, National & European Employers' Organisations, 2005-2014 | 13+ organisations including MEDEF, INRS, OPCA 3+ (overseeing €100M+ funds)
- General Secretary, French Industry Associations, 2002-2014 | Pens Industry Association (SGIEIC) and Screen-printing Industry Association (GPSF)
- Co-Managing Director | Designers Anonymes, Paris, 2002-2015
- Store Officer, Vinnies, Margaret River WA, 2019-2020
- Military Service (General Support and Command Regiment) 2°RCS, Versailles, 1995-1996

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

