

Arnaud Couvreur



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Over the course of my professional life, I have built a unique and rich career path in France and Australia spanning **industrial relations (employers' representative), hospitality and business operations**. I have acquired a generalist set of skills punctuated by **niche expertise and experiences**. Everything has been about people and passion: interacting with people, understanding people, getting the best out of them and helping them to succeed.

My values and professional successes include optimism, passion, integrity and respect. I am a reliable, trustworthy, detail-oriented and open-minded person. I am determined and eager to learn new things and discover unfamiliar environments. I have a natural talent for managing teams and budgets, rethinking and developing concepts and giving life to vision with empathy for others.

I possess a **creative, entrepreneurial and integrator personality**. Project management, business development, strategy and team management are fields in which I excel.



Skills

- Methodical multitasking
- Critical thinking & problems solving
- Conflict resolution
- Excellent customer care, CRM proficient
- Business development, project & team management
- Organisation and operations management
- Budgeting (including cost control) and financial acumen



Achievements

- Creation of UNIDIS, UNIDIS Stratégie & Avenir, AFIFOR, OPCA 3+ (employers organisations with operating budgets from E 1 to 8 million)
- Leading the signing of more than 40 national collective agreements and awards between 2002 and 2014 across the most important streams of workplace relations
- Creation of Hexagone and the Crêperie by Hexagone
- Having helped owners of small businesses to have a vision and a successful strategy
- Distinguished talent visa (2016) and Australian citizenship (2022)
- Co-founder of OTOOL (2023)



Prize

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



Work History

● Co-Founder | Business Developer | Project Director

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

2000 - 2023

2010

Since Aug 2023

OTOOL, ERP POWER Pty-Ltd
Perth, WA
ERP software solution designing
(Odoo)
Company created with managing
director of Profluid

03/2022 - 01/2024

PROFLUID Pty-Ltd

Wangara, WA

End to end engineering
Australian valving company for
Oil & Gas, Water, Defence and
Industrial sectors

08/2021 - 03/2022

CEO Institute Skylounge

West Perth, WA

Rooftop Lounge bar (corporate
function, sundowners, events
and public bar/restaurant
services)

12/2020 - 05/2021

WILD BAKERY Pty-Ltd

South Fremantle, WA

Artisan bakery (25 employees)
specialising in sourdough,
European pastries and cakes)

09/2019 - 12/2020

ACCOR PULLMAN

Bunker Bay, WA

5-star beach hotel offering
150 luxury villas

12/2016 - 07/2019

PAR L'OUEST Pty-Ltd

The Crêperie by Hexagone
Perth CBD (French modern
crêperie restaurant & bistro, 65
seats)

Hexagone, Subiaco (French
modern bistronomy pop-up
restaurant, 55 seats)

01/2015 - 10/2016

05/2010 - 12/2014

UNIDIS

UNIDIS Stratégie & Avenir
Paris, France (national
employer's organisation
encompassing 2450
companies and 80.000
employees)
Pulp, paper, cardboard, printing
and pen sector

● **ERP Project Manager | Sales and Supply Chain Coordinator**

- 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

● **Business Developer | Venue Manager**

- 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

● **General Manager**

- 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

● **Financial Auditor | Night Manager**

- 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

● **Managing Director | Business Developer**

- 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

● **Career transition and professional development (moving to Australia)**

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

● **Founder | Chief Executive (Délégué Général)**

- Business development and growth strategy
- Boards and committees management
- Managing the overall operations, teams and resources
- 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)

07/2006 - 05/2010

UNIPAS Paris, France
(national employer's organisation;
pulp and paper industrial sector)

07/2005 - 07/2006

UNIPAS

09/2002 - 06/2005

UNIPAS

09/2000 - 09/2002

UNIPAS

10/1991 - 06/2000

Education Nationale
Nantes, France

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

Deputy General Secretary (Secrétaire Général Adjoint)

Director of Labour and Employment (Directeur Affaires Sociales)

Legal advisor in labour and employment law (Juriste Droit Social)

Assistant supervisor and teacher in law, civics and citizenship education



Education/Training

2023- 2024

City University of Paris, France

2015- 2016

Excelia Business School of La
Rochelle, France

2011 - 2012

INTEPF
(National ministerial institute and
school of labour), Lyon

1992 -2000

Law School, University of Nantes

1996 - 1997

Conservatoire National des Arts et
Métiers, Nantes

Doctor of Business Administration (DBA)

- Major in Hospitality and Business Management

MBA/MSC Tourism and Hospitality Management

- UNWTO TedQual certification

Industrial Relations Certificate of Further Education

- XXXI^e Session: "Contemporary manufacturing and social reality: new ways to create wealth" (French Canada, Sweden, France)

Master in French labour law, major in European labour law Degree, major in employment and labour law

Master in Human Resources, major in Sociology of Organisations



Non-profit Experiences | Board Member Positions

Store and collecting officer

Co-manager (Graphic & Digital Design)

Board member (13 organisations; see the list on my [Linkedin page](#))

General Secretary (Groupement professionnel de la Serigraphie Française)

General Secretary (Syndicate Général des Instruments à Ecrire)

Military Service (General Support and Command Regiment)

02/2019 - 12/2021

Vinnies, Margaret River WA

01/2002 - 12/2015

Designers Anonymes, Paris

06/2002 - 12/2014

07/2007 - 12/2014

French Screen-printing Association

01/2002 - 12/2006

French Pens Industries Association

09/1995 - 06/1996

2^oRCS, Versailles



Associations



WA CEO Institute



Alumni Excelia



Leadership Capability Framework

- I lead collectively
- I navigate complexity
- I sense the environment
- I drive high-impact results
- I develop people
- I lead with values
- I grow and adapt



Values and Beliefs

- Fairness, tolerance, integrity
- Non-discrimination, inclusiveness and empathy
- Negotiation and social cohesion
- Self-improvement, permanent learning
- Reliability and constancy



Referees List



Will be supplied on request



Other recommendations: <https://www.linkedin.com/in/arnocouvreur/>



I look forward to meeting you!

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Internationally mobile
Australian & French citizenship
Driver's licence C & R
RGL WA Unrestricted Approved
Manager Card

