

## FREDERIC KIENER

### Automotive Retail Consultant & Business Coach

[fr.kiener@gmail.com](mailto:fr.kiener@gmail.com)

+33 (0)6 38 67 97 53



#### MAIN CLIENTS

---

##### Renault Nissan Consulting

Diagnosis of the New Car Delivery Process in France, Italy & Germany

Design and implementation of Maturity Assessments in Renault National Sales Companies in 8 countries in Europe

PMO for a Revenue Optimization Program to Improve Commercial Performance in Europe, Algeria & Turkey

Roll-out of a project to pool the new vehicle stocks amongst dealers in Austria, preliminary studies for similar projects in France, Germany & Switzerland

##### Mercedes Trucks / Star Cooperation

Business Coaching for Spare Parts Sales Persons at several MB Truck Dealerships in France

##### BMW / Star Cooperation

Coaching of the network to use a spare parts replenishment tool

##### Abbott / Plus Consultants

Facilitator for Abbott Training Sessions on Management Efficiency & Performance Management

#### PREVIOUS EXPERIENCES

---

##### Renault (1988-2009)

Area Manager After Sales and Network development: Algeria, Morocco, Tunisia

Area Sales Manager in France

Marketing & e-Business Team Manager for Europe

Quality Manager for TQM & satisfaction surveys

Internal Audit

#### AUTOMOTIVE MARKET KNOWLEDGE

---

- France
- German speaking countries
- Nord Africa
- Turkey, Italy

#### INTERNET

---

<https://fr.linkedin.com/in/frederickiener>

#### APPROACH

---

Pragmatic & field oriented

Focused on **key actions**

Supporting **client self-management**

#### EXPERTISE

---

##### Retail Automotive Business

Sales: New & Used Vehicles

Aftersales: Process & Quality

Spare Parts: Sales & Business Development

Network: Strategy & Business Management

##### Marketing & e-Commerce

##### Quality & Performance Management

##### Coaching & Management Training

#### LANGUAGES

---

**French**

**German**

**English**

**Italian**

**Russian**

#### EDUCATION

---

##### UNIVERSITY OF St GALLEN (HSG)

Switzerland, Master in Finance & Business Management

Sept. 1981 – Oct. 1986

##### Linkup-Coaching

Training to become a professional coach  
June 2016 – Feb. 2017

#### OWN COMPANY SINCE 2009

---

##### CROISSANCE DURABLE CONSULTING SARL

43, rue Jules Ferry

92400 – Courbevoie, France

SIRET 51886350100012