

Philippe BOUCHET

Head of Sales and Programs

Automotive / Electronics / Defence



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- **Commercial Strategy:** Analysis of customer roadmap and trends, defining business goals and challenging organization, managing customer intimacy and key people
 - **International Business development:** gaining new customers, new regions, promoting innovative products by activating adequate resources within the organization
 - **Sensitive negotiation:** creating game-changing situations to win outstanding business & close vital claims with success
 - **Finance driven:** managing fin. KPI, optimizing Business cases, product cost containment, in line with company targets
 - **Leadership:** Management of international teams, ability to recruit the right profiles, interaction with Top management
 - **Program management:** 8 years international experience, developing & putting into mass production strategic projects.
 - **Production & Operations:** mass production constraints, launch management, logistics organization, SAP
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Valeo Brain Division – Electronics and SDV in Automotive Industry

Paris area (France)

Turn Over Group: 22 044 M€ - 113k employees - Turn Over Brain Division: 4 655 M€ - 26k employees (end of 2023)

Division Customer Director in charge of Stellantis

2016 – 2024

Mission: Gain new profitable business with Stellantis and increase innovative product shares in our sales, protect current products' profitability

Achievements:

- **Growth:** yearly turnover from several product lines (Displays, Dig Clusters, HUD, Passive Entry Passive Start, Command Modules, ADAS) moved from ~400 M€ to 1 350+ M€
 - **International Business development:** thanks to our ability to gain new clients' confidence, we have been awarded by STLA for a [Large NA digital Cluster \(200M€ OI / 50M€ annual\)](#)
 - **Resource crisis management / Leadership:** critical period due to some team members' resignation, I have managed the transition phase, recruiting new members, protecting the knowhow and ensuring a professional customer relation.
 - **Strong product cost containment:** I successfully solved semiconductor claims (target achieved: 100% on the impacts €20M out of €300M in turnover) 2022, 2023 and negotiated a Raw Material increase compensation
 - **Finance Engineering:** critical analysis of Business Cases, guaranteeing adequacy of financial targets with offers sent to clients. I have identified a strategic business Link (5 M€) that allowed us to get the award on ADAS Front Camera
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Product Group Sales and Business Development Director (CODIR Member) 2013 – 2016

Mission: Gain new profitable business and new customers, develop business in all the regions (EU, Japan, China, US) always protecting products' profitability

Achievements:

- **Growth:** Order intake in 2015: 268 M€ – In charge of 150 M€ of turnover consisting of [PEPS](#) (Passive Entry Passive Start) products (electronics managing access and vehicle start-up) & [Body Controller](#) & [Telematics Modules](#)
 - **International negotiation:** leading our team in China to finalize a strategic business award with DPCA (inc. Bus Link)
 - **International Business development:** New customer & New technology acquired in NA for Honda (Virtual Key POC)
 - **Strong product cost containment:** successfully negotiating & managing a *millionaire* Ecotech (Smart Key) with 4M€ + yearly saving
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Key Account Manager**2006 – 2013**

Mission: **Gain** new profitable business with PSA, **protect products' profitability** during development & mass production

Achievements:

- **Growth:** get in touch with the client's key people, award of €80 M€ turnover for the product lines in the portfolio (**100 M€ of Turn Over**): Instrument Clusters, LCD Devices, Matrix and Color Displays, Head-Up Display units
- **Customer intimacy:** gain trust and build a strong intimacy by strongly supporting the client, promoting internally an important development requested by the client himself

Program Manager / Project Manager**2003 – 2006**

Mission: Drive and challenge an **international multidisciplinary** project team (Product Engineer, advanced Quality Engineer, Manufacturing Engineer and Program Buyer) for 3 programs: 2 mass production, 1 in development

Achievements:

- **Production & Operations:** development & production ramp up of a Program of Display Device (up to 3000 units / day)

BORG**BORG Instruments AG**

Karlsruhe (Germany)

*Private owned ETI in Automotive Electronics***Senior project manager****1998 – 2003**

Mission: Drive and challenge **international multidisciplinary** project teams (R&D: electronic, software, mechanical; advanced Quality Engineer, Manufacturing Engineer and Program Buyer) for projects in development and in RFQ

Achievements:

- **Growth:** Responding to the RFQs with 5 awards out of 6 (50 M€ turnover) and then developing and putting into mass production one of the projects awarded (30 M€ of annual turnover)
- **Customer intimacy:** gain trust and build a strong intimacy with French OEMs: 5 projects in development

**VALEO Electronics***Tier One in Automotive Electronics*Karlsruhe (Germany)
from 1995**Hardware Team leader****1997 – 1998**

Mission: In charge, within the project team, of the product hardware design

Achievements: Hierarchical in charge of the Hardware design team: 2 engineers and 7 technicians.

System and software design**1995 – 1997**

Mission: software development of the Renault Espace Cluster & Leader of a technical team in charge of RFQ answers

Achievements: On-time delivery of the SW of the Renault Espace Cluster, despite a short time schedule

Electronics design Manager – PSA Team**1992 – 1995**

Mission: Electronic design of the HVAC for the Peugeot 406

Achievements: Writing technical specifications, Development of the product, technical relationship with customer

Languages : **French:** mother language
: **German:** bilingual, having been living 10 years in Germany
: **English:** fluent
: **Portuguese:** Professional working proficiency, having been living for 1 year in Portugal

Education: **Ecole Centrale de Paris** Master's Degree, Engineering 1988 – 1991