

# Philippe LACHAMP

## SALES & MARKETING DIRECTOR



Dynamic leader with a proven ability to make decisive actions and drive results. Known for an inclusive and collaborative management style, I excel in governance and strategic oversight across diverse organizational settings, from large corporations to SMEs. My comprehensive strategic vision consistently aligns with business objectives, fostering growth and innovation.

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## Social Networks

@Philippe Lachamp

## Education and trainings

- **Management and team motivation training** KAEBA, Rennes, France
- **PhD in Neuroscience** Aix-Marseille University, Marseille, France

## Languages

### English

Fluent, both professional and conversational

### French

Maternal language

## Competences

### General management

Along the course of my carrier, I have acquired a wide and strong experience in management in various aspects of the companies: sales teams, marketing, quality, budget management etc. I promoted diversity and inclusion as the keystones of my management style.

### Building a company's or group identity

My two last roles involved creating or revamping the brand's image and identity, restructuring the product offer and redefine strategic markets.

### Commercial management

Developing and implementing commercial Strategies  
Building and managing a distribution network  
Building and coaching commercial teams  
Managing sales  
Nurturing and managing OEM accounts

### Marketing management

Developing and implementing marketing strategies and product launches

### Quality compliance

I was involved into the ISO9001 audits for the commercial aspect at Photon Lines and shared such experience while working for Tibidabo

### Being able to adapt to various organization types

I have operated successfully within organizations with various size and culture (research labs, international groups, SME etc.).

## Soft Skills

### Ability to motivate and lead a team

Inclusion is key in motivating people. Everyone must be recognized and appreciated for their talents, be provided with opportunities to get involved, and have their perspectives valued and heard.

### Ability to make decisions

### Ability to have a strategic / long term vision

I was able to build and share a strategic vision beyond commercial and marketing aspects while working at Photon Lines and Tibidabo group.

### Interpersonal and intercultural communication skills

From working in environment promoting multi-culturality and diversity.

### Ability to operate on a wide perimeter

Along the course of my carrier, I had to work in wide variety of markets (academics, defense, industry, aerospace) and with different customer types (end-users, KOL-key accounts, OEM, distributors).

## Professional experiences

### Expert Consultant in Business Development

Since January 2023

### Management Europe - Member of the managing board

### TIBIDABO SCIENTIFIC INDUSTRIES, Europe

Bringing structure to, organizing the sales and marketing department across three companies (PSEL, Photek, Lambert Instruments).

Developing a distribution network, OEM and key accounts across Europe.

Developing synergies between the group's brands.

Strategic planning of product development and release

## References

### Gareth Jones

Managing Director, Photonic  
Science Engineering Limited  
(PSEL)  
gjones@photonicscience.com

### Eric Dréan

CEO, Photon Lines SAS  
er-drean@photonlines.com

## Hobbies

### Music

I've been playing guitar for the  
most part of my life

### Sailing

Love the sensation of a heeled  
over sailboat

### Trekking

Everywhere, anytime with good  
friends

## Professional experiences

**Head of Sales & Marketing – Member of the management and quality committees** From October 2017 to January 2023

### PHOTON LINES SAS, France

Photon Lines is a high added value distribution company, ISO9001 certified for both distribution and R&D.

Involved in the strategic vision of the company.

Strategic role involving building a sales and marketing strategy for the company's main distribution markets (Physics, photonics & Life science Division). Directly reporting to our CEO.

Building, training and managing the sales team.

Managing the manufacturer's portfolio and relationships.

Involved in the strategic planning of product development.

**Application and sales specialist – Marketing specialist – Advanced Solutions for Life Science Research** From October 2010 to October 2017

### OLYMPUS FRANCE (EVIDENT LIFESCIENCE, France)

Marketing and sales management for the advanced life science solutions product range.

Sales team management

Strategic planning of sales and marketing activities for the Life Science team.

Responsible for the launch of the new flagship microscope systems (BX63 and IX83)

Member of the European marketing team for advanced systems

### Posdoc fellow

From November 2004 to March 2009

### Penn State University, PA, USA

Building a research project in a multi-cultural environment.

Obtention of an NIH Grant 4M USD over 4 years).

Recruitment and management of a research team.

Budget management.

## Achievements

### Evident Scientific:

Successful launch of BX63 and IX83 flagship microscope systems

Record advanced system sales year 2016-2017 – target overshoot by 40%

Successful third party partnership with Andor

Successful commercial actions plans

### Photon Lines:

15% brut margin increase over 3 years

Successful distribution strategy and restructuration

Obtention of ISO9001 for distribution activities (2018 and 2022)

### Tibidabo Scientific Industries:

Successful structure of marketing and sales across the group's companies

New high potential OEM accounts acquired with PSEL

Overall increase in incoming opportunities (10X higher for PSEL's Laue systems)

Newcommercial and marketing 4 years plan validated by the board