

Mathieu HERROU

General Manager



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INFORMATIONS

51 years old
Car Licence B

SOCIAL NETWORKS

LinkedIn – Twitter
FaceBook – Instagram

Profile

For 25 years, I have been working in the world of Consumer and Professional events (fairs, exhibitions, congresses, corporate events, cultural festivals...).

During my career both in France and Canada, I held positions as general manager whose mission was to animate multicultural and multidisciplinary communities in dynamic territories. This allowed me to get to know various sectors of activity (industry, robotics, agri-food, health, social and solidarity economy, sustainable development, culture...) and to develop my adaptability, my curiosity, and my taste for innovation.

My ambition today is to lead a structure with human values and ambitious projects, located in an attractive region, and working in a local and sustainable approach.

Skills & Areas of Expertise

- General management (company, association, or subsidiary of a large group)
- Animation of regional and national professional networks
- Management of event venues (Exhibition Centers, Congress Centers)
- Organization of local, national, and international events
- Organization of boards of directors, general assemblies, strategic committees, and thematic commissions
- Development of activities and brand image
- Budget control, management control, results optimization
- Team management and improvement of organizations

Training

- Ecole Centrale of Lyon - General engineer – 1990 / 1993
- Masséna High School in Nice - Scientific preparatory classes – 1988 / 1990

Miscellaneous

- Languages: fluent English - school German - beginner Italian
- Computers: Windows (Pack Office) & Apple systems
- Hobbies: swimming, hiking, cinema, music, science fiction

Professional experience

SINCE FEBRUARY 2020 / CONSULTANT / NICE

Carrying out strategic studies and operational missions

- Transition management mission for the International Fair of Bordeaux 2022
- Realization of an opportunity study for the renovation of the Bordeaux Exhibition Center
- Nice Côte d'Azur Initiative support on COVID loan issues for local businesses

2015-2020 / ROCHEXPO / GENERAL MANAGER / LA ROCHE-SUR-FORON

Management of an association created in 1931, managing the Haute-Savoie Mont-Blanc Exhibition Center

- Achievement of an annualized turnover of €5M with a record in 2018 with more than €6M - Management of a team of 15 people - Organization of office meetings, board meetings and annual general meetings
- Implementation of a €20M renovation plan as part of the DSP agreement with the Town Hall of La Roche-sur-Foron, in partnership with the Auvergne-Rhône-Alpes Region, the Haute-Savoie Department, the Metropolitan Pole of French Geneva and the Community of Communes of Pays Rochois
- Development of the association's image with local, regional, and national networks, all sectors of activity included (consular chambers, competitiveness clusters, professional unions, universities, training, employment, and tourism players, etc.)
- Creation of new events for the general public and professionals: Japan Touch Cosplay, Terres Gourmandes - Agriculture Savoie Mont-Blanc en fête, la Rentrée des Leaders with the CPME74...
- Organization of the International Fair of Haute-Savoie, the industrial exhibition SIMODEC, the Forum-Congress of the Collectivities of Haute-Savoie, and Mieux Vivre Expo, Equid Espaces and Naturellia exhibitions

2010-2014 / EVENTOUCH / FREELANCE / LYON - MARSEILLE

- Commercial management of Parc Chanot, Palais des Congrès et des Expositions in Marseille
- Participation in the organization of several festivals in Lyon: The Lumière Festival (heritage cinema, created in 2009), the Quais du Polar Festival (thriller literature) as well as the Nuits Sonores Festival (European leader for electronic music and contemporary music)
- Support for the creation of the Innorobo robotics summit (ExpoBooster ONLYLYON program)

2006-2009 / COMEXPOSIUM / GENERAL MANAGER CANADA / MONTREAL & TORONTO

- Management of the Canadian subsidiaries of the Comexposium Group
- Management of a profit center with a turnover of 5M\$CAD and management of a 12 people team
- Organization of the Sial Montreal, Set Canada, Packex Toronto and Technibois tradeshows
- Development of networks in North America in the agri-food and packaging sectors

2000-2005 / PG PROMOTION / GENERAL MANAGER / PARIS

- Organization of the HopitalExpo-Intermedica and GerontExpo-HandicapExpo exhibitions in partnership with the Fédération Hospitalière de France FHF and the medical technology union SNITEM - INTERMEDICA
- Edition of the Politi directory of public hospitals and advertising management of 2 magazines in the sector

1995-2000 / EXPOSIUM / DIRECTEUR ADJOINT / AUBAGNE

- Supervision of project teams (sales, communication, logistics) specialized in the world of works councils
- Logistical organization of more than 30 shows per year throughout France