

Pierre Paul DEBIAIS

Le Bief
Magny
61160 TOURNAI-SUR-DIVES
FRANCE

Date and place of birth: 03/02/1954 in Nancy (54) - France
Married, four children



Tel. (office): +33 (0)1 41 45 07 11
Fax: +33 (0)1 41 45 07 19
Mobile: +33 (0)6 03 06 91 01

EDUCATION

Pharmacist and PhD in Biology - Paris University, July 1977
Business School, IAE PARIS, July 1979

English: fluent proficiency
German: read and written

WORK EXPERIENCE

1997: creation of ELITECH GROUP

Since May 1992: **KODAK DIAGNOSTICS and JOHNSON & JOHNSON CLINICAL DIAGNOSTICS**

With Kodak Diagnostics Division sold to Johnson & Johnson in September 1994

Since February 1994: **Managing Director** of the French subsidiary J&JCD
Sales: 170 Million French Francs; 85 employees

- Placement of more than 100 Mainframe equipment in 1995 versus 50 in 1994 and 1993;
- Growth of 12% on a declining market
- Implementation of a « Customer Revolution »
- Implementation of a Sales Process
- Full integration of the local organization in the Pan-European organization
- All financial objectives reached

May 1992 – February 1994: **Manager, Clinical Chemistry Markets Europe**
Clinical Diagnostics Division, European Region, Amersham, UK

European Headquarters of Kodak Clinical In Vitro Diagnostic Division Sales in Europe: \$ 200 Million.

- Implementation of The European Customer Service Center in Strasbourg
- Implementation of a Pan European Marketing team to define strategies and coordinate product launches, marketing programs and Sales Reps incentives.
- Ektachem 250 launch: over 500 units sold in 3 years.
- Responsibility of a revenue of 105 Million of US Dollars heading a team of 6 direct reports and in dotted line a European Sales Force of 107 Reps.

January 1990 - April 1992: **GENERAL ELECTRIC CGR**

Subsidiary of General Electric USA

Medical Imaging Systems Sales: \$ 5 Billions, France: 1 Billion French Francs

Manager Marketing and Export Programs - Zone France

- In charge of the X-Ray Film dealership; sales: 170 Million French Francs, team of 20 people
- Closing of over \$ 55 Million as Export Manager in tenders in Turkey, China, Argentina, Mexico
- Implementation of the first Accessory Catalog and Phone Marketing team
- Implementation of a new compensation plan
- In charge of external advertising and communication

November 1980 - December 1989: **KODAK-PATHE**

January 1987-December 1989: **Sales Director**, Clinical Division

Heading 8 sales reps

- Revenue growth from 17 Million French Francs to 90 Million French Francs in three years.

January 1984- December 1987: **European Technical Director**, Clinical Division

- Implementation of the first pan European Customer Support Organization with Laboratory Specialist and Hotline based in PARIS, covering BENELUX, SCANDINAVIA, ITALY and FRANCE.

January 1982-December 1983: **Product Specialist**, X-RAY Division

- Market segment CT Scan, MR and Mammography.
- Ortho MA Mammography film launch, 1 Million square meters 18 months after launch.

November 1980-December 1981: **EKTACHEM R&D Specialist** , Clinical Division

- External Trade Tests on Calcium and Uric Acid using .dry slide technology

June 1974 - October 1980: **ASSISTANCE PUBLIQUE DE PARIS**

Resident and « Attaché »

Hôpital Bretonneau, Paris 18 ème, Service du Professeur YONGER

OTHERS

- Sport: Sailing, Golf, Tennis
- Personal Computer