



Benjamin PERRIN
Head of Operations – Supply Chain
– Transformation

45 years old
Driving License

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Results-oriented leader focused on dialogue and negotiation, known for pragmatism, creativity, cost awareness, and nurturing talent. With over 20 years of supply chain experience in international environments (Europe, Africa), and a proven track record in transformation, I aspire to take on leadership roles within a management team, with a long-term ambition to become a General Manager.

Experiences

Customer Service, Logistics & Planning Manager

BRASCO (Net revenue: € 150 M) - Congo Brazzaville - Since 2023

- Supervised 250 FTE and 300 daily workers across 4 sites.
- Key Contributions: Managed end-to-end supply chain operations, including MRP, S&OP, planning, transportation, warehousing, and distribution. Established the customer service function, launched local Heineken production, and optimized key assets (fields, RPM, raw and pack inventory). Advanced local sourcing, led logistics reorganization and cost-efficiency initiatives, and contributed to a strategic transformation project. Enabled data-driven decision-making through BI dashboards and Futurmaster.

National Logistics Manager

BRASSIVOIRE (Net revenue: € 80 M) - Ivory Coast - 3 years - 2020 to 2022

- Management: Supervised 35 FTE and 150 daily workers.
- Key Contributions: Managed end-to-end supply chain operations (Customs/Import, S&OP, Planning, Customer Service, Transportation, Warehousing, Distribution) with a strong focus on digital optimization. Enhanced safety culture, developed secondary distribution, and nurtured local talent. Reduced costs through initiatives (LSP tender, local sourcing), and improved customer collaboration via RQC, LTT, consignment stock, and capability training. Introduced key digital tools: RPM app, Futurmaster, Power BI, DDE/DMS, and CustomerGauge.

Customer Service Manager

HEINEKEN Entreprise (Net revenue: € 4500 M) - France - 4 years - 2016 to 2019

- Led 30 FTE - 450 customers across on-trade, off-trade, e-commerce, and export channels.
- Key Contributions: Strengthened customer collaboration while leading LTT negotiations and dispute resolution. Improved key KPIs: OTIF, dispute management, CMI/VMI stock levels, cost to serve, OSA, and customer satisfaction. Redesigned POSM E2E process (€20M), launched Salesforce CRM, and the Customer Value Pillar. Contributed to TPM and S&OP, Com'in member, initiated our first intrapreneurship program, and led a zero-bad cost project.

Director of Logistics Operations

FRANCE BOISSONS (Net revenue: € 950 M) - 2 years - 2014 to 2015

- In charge of 14 Platforms - 350 employees - annual budget of € 60m.
- Key Contributions: Directed logistics operations and performance management (safety, cost to serve, service level, inventory). Designed a 3-year strategic vision, implemented a new people organization, defined clear priorities and targets, and harmonized dashboards and reporting. Ensured compliance with safety and hygiene regulations while fostering team engagement and talent development.

National Project Leader

FRANCE BOISSONS - 3 years - 2011 to 2013

- Management of 2 project managers, 6 regional coordinators and 1 WMS coordinator.
- Key Contributions: Led the implementation of a new network footprint, standardized processes, and deployed a WMS - increasing safety, delivering logistics and cash savings. Managed the strategic project end-to-end through business case, change, and stakeholder alignment.

Supply Asset and Replenishment Manager

FRANCE BOISSONS - 4 years - 2007 to 2010

- Oversaw 3,000-vehicle fleet (€25M), 100 warehouses (200,000 m², €15M), and group procurement (€50M stock, €20M transport).
- Key Contributions: Led network redesign and process reorganization. Provided advice and technical support to 100 sites, conducted internal/external benchmarks, and contributed to the European SAP ERP project in a multicultural context. Completed first carbon footprint assessment. Managed sales forecasting, replenishment planning (S&OP), facilities and real estate.

Regional Logistics Director

FRANCE BOISSONS Rhone Alpes (Net revenue: € 250 M) - 2 years - 2005 to 2006

- Member of Management team -Responsible for 8 DC - multi-site management of 100 people.
- Key Contributions: Led €7M logistics budget and headed regional purchasing (€30M, 4,000 SKUs, 200 suppliers). Drove fixed cost reduction, created a 5,000 m² platform from tender to launch, integrated 4 sites and closed 2.

Logistics and Distribution Manager

FRANCE BOISSONS Lyon SOLYBO (Net revenue: € 75 M) - 2 years - 2003 to 2004

- Head of a 3000 m² platform with a staff of 35 people.
- Key Contributions: Managed €9M replenishment, 1800 sku's and daily deliveries (150 drops, 70 tons), improved tonnage per FTE, reduced obsolete stock, and ranked 3rd Best Logistics Manager France 2004.

Internal SAP Consultant, SD and MM modules

FRANCE BOISSONS - 2 years - 2001 to 2002

- Project Management: implementation of SAP in the group distribution subsidiaries.
- Key Contributions: Preparation and validation of data recovery, Warehouse rearrangement, training and change management.

Skills

Education and Certifications

- HEINEKEN Accelerate Program (2022)
- INSEAD – Leadership Communication with Impact (2020)
- ISC Paris – Management & Performance Certificate (2011)
- HEINEKEN International Management Excellence (2010)
- IPAG – Business School - Master in Supply Chain (1997–2001)

Languages&Tools

- Languages: French (native), English (professional)
- Tools : MS Office Suite, MS Project, ERP SAP and Dynamics NAV, knowledge of WMS Manhattan, CRM Salesforce and Futurmater