

Matthieu Boulanger

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EXECUTIVE SUMMARY

- 12 years in the M2M / IoT industries with deep understanding of the M2M value chain and business models
- Strong ability to identify new developing markets and build relationships with key stakeholders.
- Successfully managed and grew GNSS receivers product line globally in an highly competitive market.
- Experienced in direct sales as well as engaging, training and managing distributors and sales representatives.

CORE COMPETENCIES

- Consultancy
- Sales and Business Development
- Product Management & Product Marketing
- Go to Market strategy

MARKET SEGMENTS EXPERTISE

- Smart Grid | Smart Metering
- Industrial Automation | SCADA
- GNSS Receivers | Vehicles Tracking | Location
- Smart Cities | Smart Lighting

PROFESSIONAL EXPERIENCE

Nexiode SAS, Overseas Sales Manager, Quimper, France

May 2019 – January 2020

Based in Brittany (France) NEXIODE provides end-to-end innovative and reliable energy saving solutions by optimizing lighting management for both public and private infrastructure.

- ❖ Business development in Europe promoting Nexiode Smart Lighting solutions to lighting manufacturers, system integrators and solutions providers

LJ1D Consulting, Director of Business Development Hong Kong

January 2018 – May 2019

IoT Solution Consultant, Maestro Wireless Solutions Hong Kong – Consulting contract

October 2018 – May 2019

- ❖ Build end-to-end IoT solutions including sensors, gateway, back-end and security.

Senior Adviser Europe, Neoway Technologies Shenzhen, China – 6 months consulting contract

February – July 2018

Neoway Technology provides communications products and services for Industrial Internet of Things (IIoT). Neoway products include 2G/3G/4G/NB-IoT/eMTC cellular modules and solutions, which are widely used in Smart Metering, Telematics, Mobile Payment, Device Sharing, Security and other industries.

- ❖ Go-to-market strategy, distributors and staff recruitment, introduction to key accounts for Neoway European expansion.

Maestro Wireless Solutions, FALCOM, Fargo Telecom Hong Kong

2008 – 2018

Maestro Wireless Solutions designs, manufactures and sells world-wide, under both maestro and FALCOM brands, state-of-the-art GNSS receivers, trackers, modems, routers and gateways ideally suited to numerous M2M and IoT applications: industrial automation and SCADA, energy and metering, tracking and automotive.

As Business Development Manager in North America – Based in Portland OR

2017 - 2018

- ❖ Identified and hunted North American decision makers to replicate successful projects executed in EMEA and ASIAPAC.
- ❖ Positioned Maestro as a trusted partner for future programs involving cellular or GNSS technologies with key enterprise accounts in North America:
 - Successfully registered Maestro as Schneider Electric's key partner in the US for their cellular communications solutions.
- ❖ Created, and negotiated programs that will drive long term revenues and create long term relationships with major brands and stakeholders which include hardware and solution providers, connectivity suppliers and distributors in vertical markets:

- Hours of Service (HoS) regulation solution including Electronic Logging Devices, web services, tablet. Compliant with U.S. Department of Transportation Federal Motor Carrier Safety Administration regulations for electronic logs and driver vehicle inspection reports.
- CTA-2045 initiative, build first cellular ready gateway in association with ESRI, Duke Energy, A.O. Smith and Fronius.
- ❖ Created key-relationships with major Mobile Operators and MVNOs to speed-up certification time and reduce cost associated:
 - Verizon Open development and innovation center, negotiated free access to lab for pre-testing
 - AT&T online IoT solution portal

As Assistant then GNSS Product Line Manager – Based in Hong Kong

2014-2018

Team leader for a product line involving Chinese and German engineers

- ❖ Rationalized product portfolio to decrease production cost in order to maximize profit.
- ❖ Re-negotiated chipset cost with CSR / Qualcomm to increase market penetration.
- ❖ Created a clear product roadmap to ensure pin-to-pin compatibility and ensure seamless migration customer future products.
- ❖ Transitioned existing customers to future proof products.

ACHIEVEMENT: Increased sales by 37% while increasing GP margin by 7% in a highly competitive market.

As Router Product Line Manager – Based in Hong Kong

2015-2017

Team leader for the creation of a new product line involving Chinese, Indian and German engineers

- ❖ Defined future router range of products and core architecture (interfaces, main wireless components and OS), liaised and negotiated with key component providers in the APAC region (including MediaTek, Sierra Wireless, CSR, Qualcomm, ST Micro, Taoglas).
- ❖ Defined software requirements for SD WAN, WAN/Cellular fallback, failover, security according to market requirements and competitor's specifications.

ACHIEVEMENT: Launched a fully certified router after 9 months based on solid foundation (OS / core architecture) still in use today.

As Business Development Manager Oceania – Based in Hong Kong

2010-2012

- ❖ Defined and successfully executed the company's M2M market entry in Australia and New-Zealand by positioning Maestro's product offering, building Maestro brand, developing sales channels (distributors, VAR, sales representative) and leveraging strategic partners relationships (Telstra, BIGmate, M2M Connectivity, ...).
- ❖ Created relationship with Mobile Operator and MVNO including Telstra (AUS), CSL (HK), Kore Wireless (Global Asian partner), ORBCOMM (satellite communications).

ACHIEVEMENT: Lead to the opening of a permanent sales position dedicated to ANZ area.

As Marketing and Product Manager – Based in Hong Kong

2008-2017

Managed a team across Hong Kong, India, Germany and Tunisia

- ❖ Created and delivered key-selling-points presentations to harmonize corporate sales pitch.
- ❖ Wrote products briefs, application notes and business cases.
- ❖ Supervised technical documentation activities.
- ❖ Revamped Maestro website.

EDUCATION AND CREDENTIALS

Master of Business Administration, Master Degree in Trade Management specialized in Asian Trade
ISUGA, Quimper, France

Bachelors in Business Administration, IUT Quimper, France

LANGUAGES

- **French**, native
- **English**, fluent