Cédrick Noguera

Operations Manager · Profit centre management, team leadership, multi-site operations

Saint-Clément (Corrèze, France) · +33 6 71 40 64 44 (WhatsApp) · +33 7 67 49 71 70 · contact@cedricknoguera.fr · linkedin.com/in/cedrick-noguera · cedricknoguera.fr/en

Profile

Twenty years of experience spanning technical field work, sales and operations management, in France and North America. I have run a 43-employee profit centre, overseen a 143-employee franchise network in California, managed maintenance for more than 300 stores in France and Benelux, and founded three businesses.

What I bring to an operation:

- **Profit centre management**: budgeting, cost reduction, profitability, key performance indicators, reporting to senior management.
- **Leadership**: recruitment, training, coaching of managers and teams, work organisation.
- **Day-to-day operations**: processes, quality standards, scheduling, organisation of deliveries and service calls.
- **Business development and customer relations**: prospecting, quotes, retention of business customers, service quality.
- **Contractor and procurement management**: selection, negotiation, quality monitoring, invoice control.
- **Strong technical background**: trained as an industrial maintenance technician, at ease with field teams and technical issues.
- **Tools that drive efficiency**: automation, decision-support reporting and adaptation of existing tools to business needs.

Working style: direct communication, fairness and active listening. I measure before making any change and favour tools that fit the people who use them.

Key figures

Result	Context
143 employees overseen	GSHW franchise network, California
43 direct reports	San Diego franchise, of which I was a partner
From 2 to 12 locations	Growth of the GSHW network
Financial losses cut by 20% in one year	Reorganisation of operations at GSHW
Productivity up 25%	Processes and tracking tools at GSHW
More than 300 stores managed	Maintenance for France & Benelux at Claire's
€1.2M in savings over two years	Tracking tools and reports developed at Claire's, built on ManageEngine
Request handling time cut by 20% in six months	Automation at Claire's
3 businesses founded	Sous Contrôle, Toom Design, Nabbya

Core skills

Area	Skills
Operations management	Profit centre management, budget monitoring, cost optimisation, key performance indicators, reporting to senior management
Leadership	Recruitment, onboarding, training, scheduling, performance reviews, coaching of site managers, team meetings
Operations	Design of processes and quality standards, specifications, organisation of deliveries and order picking, inventory management

Business development	Prospecting business customers, quotes, technical advice, customer retention, sales strategies, marketing
Customer relations	Service quality, complaint handling, customer satisfaction
Procurement and contractors	Selection, negotiation, contracts, service level monitoring, invoice control, negotiation with an overseas manufacturer
Compliance and safety	Regulatory compliance, statutory checks and tests, follow-up of inspections
Technical	Preventive and corrective maintenance, electrical systems, fluids, home automation, reading plans and diagrams
Tools	Automation, automated reporting, ManageEngine, Oracle, Microsoft 365, Make.com
Languages	Bilingual French and English (6 years in North America)

Professional experience

Nabbya – Founder

Since October 2026 · Corrèze, France

- Launch of a digital services business for tradespeople and independents: websites, Google Business profiles, automation, IT support.
- Prospecting, quotes, customer relations and full management of the business.
- Alongside this, volunteer weekly digital skills workshops for local residents.

Claire's – European Maintenance Coordinator, France & Benelux

February 2023 – November 2025 · Reporting to the European head office (Birmingham, UK), working remotely from France

Multi-site maintenance management for more than 300 stores. From January 2024, de facto management of the entire France & Benelux scope and day-to-day coordination of the colleague working alongside me.

- Contractor management: selection, negotiation, quality monitoring, service level indicators, review meetings.
- Contract register, budget monitoring and invoice control.
- Compliance: statutory tests, regulatory documentation, implementation of inspection findings.
- Asset registers, monthly store movements, updates to Oracle systems.
- Weekly coordination with the construction and maintenance team on store refits.
- Project launched four months into the role: adaptation of ManageEngine, the IT department's tool, to the needs of maintenance, followed by automation, automated reports and tracking tools adopted by the whole team, with monthly results meetings.
- **Results: €1.2M in total savings over the first two years**, according to reports co-written with my manager and submitted to European senior management, and **request handling time cut by 20% in six months**. These improvements were reviewed for adoption in North America.

Claire's – Store Manager, previously Assistant Store Manager

October 2020 – February 2023 · Ollioules (Var, France)

- Assistant Store Manager from October 2020 to July 2021, then Store Manager from August 2021 to February 2023.
- Management of store sales and growth, results analysis and implementation of sales strategies.
- Planning, organisation and evaluation of store operations.
- Recruitment, training and retention of the team, staffing management.
- Assessment and improvement of service quality and customer satisfaction.
- Minor repairs carried out in-house to reduce contractor call-out costs.
- Design of working documents later adopted by many stores in the network; optimisation of the till system.

Toom Design – Founder

November 2019 – September 2020 · Six-Fours-les-Plages (Var, France)

- Launch of a 3D printing business for decorative objects on my return from the United States.
- Full management: product design, production, marketing, sales, customer relations, partnerships with suppliers and manufacturers.

- Complete assembly, calibration and operation of all workshop printers (Gmax 1.5+ XT, several Anet A8 kits), CAD design (Autodesk Fusion 360).

Golden State Health & Wellness (GSHW) – General Manager and Franchise Partner

August 2014 – September 2018 · California, United States

Franchise network selling and delivering wellness products. Having joined as Order Management Coordinator, I became a partner in the San Diego franchise, then Brand Manager, before taking on the role of General Manager of the network while continuing to run the San Diego location.

Franchise Partner, San Diego Site Director (January 2015 – September 2018)

- Full management of a 43-employee profit centre: financial results, sales, operations and people management.
- Recruitment, scheduling, performance reviews, training and skills development.
- Sales strategies to grow revenue and profitability.
- Supply and delivery management, ensuring accurate and on-time orders.
- The site became the second-largest wellness products provider in Southern California.

General Manager of the network (October 2015 – September 2018)

- Member of the leadership team, strategic advisor to the founders.
- Operational oversight of the network: from 2 to 12 locations (10 by the end of the period, after two poorly run franchises were closed), 143 employees.
- Site structuring: operating processes, quality standards, specifications, reporting and performance monitoring.
- Standardised communication and oversight systems between franchises and head office.
- Recruitment, training and coaching of site managers, weekly meetings with team leaders, regular liaison with partners and franchisees.
- Budget management and cost optimisation: **financial losses cut by 20% in one year**, **productivity up 25%**.
- Oversight of marketing campaigns, brand positioning analysis and competitive monitoring.
- Involvement in location openings: fit-out and furniture layout, organisation to optimise order picking according to the process I had designed.
- Design of new packaging to secure deliveries and negotiation of its production with a factory in China.
- Compliance with the regulations applicable to the business.

Brand Manager (April – September 2015) and Order Management Coordinator (August – December 2014, Los Angeles)

- Brand strategy, marketing campaigns, customer research, social media.
- Supervision of a team of order pickers and drivers, inventory follow-up with suppliers, delivery tracking and customer satisfaction.

Sous Contrôle – Founder

May 2013 – March 2014 · Six-Fours-les-Plages (Var, France)

- Launch and full management of a business installing custom home automation systems for businesses and private clients.
- Needs assessment, solution design, quotes, on-site installation, partnerships with suppliers and manufacturers.

Victrix – IT Consultant

July 2012 – March 2013 · Quebec, Canada

- Network security assignment for the Régie de l'assurance maladie du Québec (RAMQ, Quebec's public health insurance agency): regular audits, vulnerability identification, patch follow-up, working with the in-house IT team.

Yesss Électrique – Field Technical Sales Representative

February 2009 – April 2012 · La Ciotat (Bouches-du-Rhône, France)

- Development of a portfolio of business customers (electricians): prospecting, opening new accounts, building relationships.
- Technical advice on electrical equipment, preparation of quotes, closing sales.
- Analysis of customer purchase history to recommend new and complementary products.
- Competitive monitoring and identification of sales opportunities.
- Order transmission to the branch, delivery lead-time follow-up and management of stock shortages with customers.
- Proposals to improve internal procedures.

Cegelec NDT – Industrial Maintenance Technician

October 2005 – January 2009 · La Valette-du-Var (Var, France)

- Routine, preventive and corrective maintenance of fixed and mobile machinery, diagnostics and troubleshooting.
- Development of maintenance programmes and writing of procedures.
- Records of work carried out, materials used and costs, estimation of needs and preparation of purchases.
- Supervision and support of other technicians on repairs and servicing.

Education and certifications

Degree or certification	Institution and years
Associate of Science in Business Administration (ASBA)	International American University, Los Angeles · 2015 – 2019 (graduated 15 January 2019)
TOEFL, English as a foreign language	Language Systems International, Los Angeles · 2014 – 2015
BTS (two-year technical degree) in Fluids, Energy and Home Automation	Lycée Paul Langevin, La Seyne-sur-Mer · 2003 – 2005
French baccalauréat in Industrial Science and Technology (STI)	Lycée Paul Langevin, La Seyne-sur-Mer · 2001 – 2003
IBM Data Science Specialization	IBM
Machine Learning (Andrew Ng)	Coursera – Stanford University Online
Agile with Atlassian Jira	Atlassian

Languages and tools

- **Languages**: French (native), bilingual English (6 years in Canada and the United States, managing American teams).
- **Management systems**: Oracle, ManageEngine, Jira, Microsoft 365.
- **Automation and data**: Make.com, Python, data analysis.
- **Design**: Autodesk Fusion 360.