



# Marine Lalu

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- + SALES
  - + CATEGORY MANAGEMENT

Throughout her career Marine Lalu worked different positions related to mass-market retailing.

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Category Manager along with other distribution channels such as Out-Of-Home-Consumption, which supplied her with great understanding of the mechanics between suppliers and distributors in France as well as solid expertise in sales.

She began her career with the Nielsen group then moved towards suppliers and the food-processing industry by joining Carlsberg, a major brewer on the global market along with other brands such as Kronenbourg, 1664 and others.

As Senior Channel Manager, she currently works in a high-pressured environment while making sure trade policy is implemented by teams on the field. Working in this stimulating sector has allowed her to acquire solid expertise in sales methods and techniques.

In 2022 she joined ADN Group and works with businesses on the subjects of sales and commercial management.