



Aurélien Godoffe

- + COMPLEX NEGOTIATION
- + COMMERCIAL NEGOTIATION

Aurélien Godoffe,
a Sales Manager,
assists businesses with
complex negotiation.

After completing his studies in business Aurélien Godoffe worked in French mass retailing and with major global food processing groups for over twenty years. He initially joined Danone, then the Kraft Foods group which became Mondelez International. He continued his career by joining the group Thai Union where he has been part of the management team for the past six years and holds the positions of Supply Chain Manager and Sales Manager.

During his career Aurélien Godoffe worked many positions relating to negotiation and managing negotiation teams on subjects as varied as logistics, social relations, and sales. He understands the mechanisms and complexity of the stakes between negotiators, suppliers, and distributors in both national and international agreements, as he is daily confronted with pressure and the high demands of the food-processing industry in mass retailing.

His dual experience as Negotiator and Sales Manager have supplied him with recognised expertise in sales, complex negotiation, commercial negotiation, and in assisting businesses in the preparation, conducting, closing, and debriefing of any kind of negotiation.

In 2023 he joined ADN Group's team and works with organisation on complex negotiation and commercial negotiation.