

Here is a **comprehensive professional profile of Frédéric Ghoris**, compiled from his public professional website and LinkedIn profile.

1. Profile Summary

Frédéric Ghoris is a **B2B technical sales representative with a focus on the industrial sector**, based in Lille, who has a rather unique profile: he combines a **solid technical background**, over **30 years of professional experience**, and extensive experience in **selling technical products and services**.

His career is characterized above all by his ability to operate at the intersection of **engineering, sales, procurement, maintenance, and after-sales service**.

His role could be summarized as follows:

An experienced industrial technical sales representative capable of understanding a client's technical needs, developing a solution, providing a quote, and closing the sale, all while managing the client relationship.

He is more of a **hands-on, solution-oriented technical sales professional** than a “pure” salesperson.

2. A particularly versatile career path

The career path is relatively diverse for an industrial sales role.

Early career: a strong technical foundation

It began in the 1990s with technical roles: cable installer;
maintenance; industrial
hygiene/cleaning;
in-house technical sales representative;
technical buyer.

He worked notably at **Hibon**, a specialist in vacuum and low-pressure systems, and then at **Leroux**, in technical procurement for the maintenance division of a food processing company.

This early part of his career is significant because it likely explains a key aspect of his profile: **he did not become a technical sales representative solely through sales training; he possesses a genuine understanding of the industrial sector.**

3. Genuine experience in business development sales

His time at **LED**, between 1997 and 1999, provided particularly valuable sales experience.

There, he was involved in the sale of components and services related to machines that produce polyurethane foam.

The results listed on his resume are significant: the

- number of listed clients **doubled**;
- revenue increased to **1.5 M€**, representing approximately a **20% increase**;
- expansion into Belgium; expansion of business into England;
- and involvement in structuring the branch and its client base.

This demonstrates that he was exposed to challenges related to **business development, prospecting, international expansion, and business structuring** at a relatively early stage in his career.

4. The highlight of his career: 13 years at Tyco F.I.S.

His experience at **Tyco F.I.S.**, from 2000 to 2013, was likely the most formative part of his career.

He worked there as a technical sales representative in the **sprinkler-based fire protection** division at the Northern branch.

His responsibilities included, in particular:

- prospecting;
- customer retention;
- technical consulting;
- negotiation;
- on-site surveys at client locations; preparing quotes;
- recurring service contracts;
- consulting with suppliers; and
- managing relationships with subcontractors.

He also states that he was responsible for an order intake target of approximately **650,000**, in addition to contract work.

This experience is particularly revealing of his profile: it's not simply a matter of selling a catalog product. He had to **understand the installation, analyze the client's needs, prepare a proposal, coordinate various stakeholders, and manage the business relationship**.

This is a classic example of **complex B2B sales**.

5. Broad industrial expertise

After Tyco, his career path allowed him to develop skills in several industrial sectors.

Haskel

He works on:

- pumps;
- blowers;
- high-pressure components;
- valves;
- tubes; fittings;
- accessories.

Dimelco

The company operates in the fields

- of: instrumentation;
- measurement;
- metrology;
- distribution;
- rental;
- after-sales
- service; and
- calibration.

His role at Dimelco is particularly well-suited to his background in electrical engineering and automation. He is also listed as a **Northern Regional Technical Sales Representative** in the Réseau Mesure professional network.

Rubix

At Rubix, he returned to the world of **industrial supplies**, serving a professional clientele.

Airflux

His experience as a cost estimator at Airflux gives him additional expertise in the field of **industrial compressed air**.

Sulzer

Finally, at Sulzer, he worked as a project manager for **pumps, mixers, aerators, and compressors**, particularly in the wastewater and dewatering sectors.

6. A rather rare combination: product + service + maintenance

This is probably one of the most interesting aspects of his profile. Frédéric

Ghoris has experience in both:

product sales

→ pumps, components, industrial supplies, instruments...

the sale of services

→ maintenance, after-sales service, calibration, contracts...

the sale of technical solutions

→ fire protection, compressed air, pumping, instrumentation...

This diversity allows them to understand a key principle of industrial B2B: **the customer isn't necessarily buying a product, but rather a solution to a technical or operational problem.**

7. A true B2B sales culture

His resume highlights several sales-related areas: prospecting;
portfolio development; customer retention;
negotiation;
quoting;
purchasing;
contracts;
supplier relations;
subcontracting;
technical consulting;
and customer follow-up.

He has also worked in all three classic technical sales roles:

office-based → field-based → hybrid.

This is an asset for a company looking for someone capable of transitioning from phone calls and preparing quotes to client visits and on-site technical analysis.

In fact, he positions himself as a technical sales representative who can work **in-office, in the field, or a combination of both.**

8. Training: A Solid Technical Foundation

His education aligns with his career path:

High school diploma in electrical engineering, earned with honors;

BTS in Industrial Maintenance, earned with honors;

University-level training in **electrical engineering, electronics, and automation**;

Continuing education in English, including a business program and TOEIC preparation.

This educational background gives him the expertise to engage with:

maintenance managers;
engineering firms; technical
managers; industrial buyers;
production managers; and
plant operators.

9. His Key Professional Strengths

Based on his overall career path, I would highlight **six major strengths**.

① Dual technical and business expertise

This is his main strength.

He can understand the technical problem **without losing sight of the business objective**.

② Extensive industrial experience

His experience dates back to the 1990s and spans numerous industrial environments. He is therefore quite familiar with the real-world constraints of an industrial company.

③ Versatility

Pumping, compressed air, instrumentation, metrology, fire protection, industrial supplies... This diversity allows him to adapt to different sectors.

④ Selling complex solutions

His experience at Tyco and Sulzer, in particular, demonstrates his ability to handle projects that require more than simply taking an order.

⑤ Knowledge of the Entire Cycle

He has worked in:

engineering → procurement → sales → quoting → service delivery → maintenance/after-sales service.

This provides a fairly comprehensive view of the industrial B2B supply chain.

⑥ Adaptability

Paradoxically, his frequent changes in technical sectors are a positive indicator: he has successfully transferred his sales skills from one industrial field to another.

10. Points to Watch

A thorough professional profile should also identify potential limitations.

A highly experienced professional

At 55, his experience is a considerable asset for companies seeking autonomy and maturity.

However, some companies may be looking for more junior candidates or prefer highly specialized salespeople.

Therefore, this is not necessarily a profile to present as a **“general sales representative.”** It would be more appropriate to present it as:

Experienced industrial technical sales representative, specializing in B2B sales of technical products and solutions.

A less clearly defined industry specialization today

His career path is very diverse. This is a strength, but it can also give the impression of a lack of focus if the resume isn't properly structured.

The common thread must therefore be clearly highlighted:

B2B technical sales in the industrial sector.

11. What type of position is the best fit for him?

His best fit is clearly in **industrial B2B with a strong technical component.**

12. How I would position him in the market

If I had to summarize Frédéric Ghoris in a few words for a recruiter:

An experienced industrial sales engineer with a strong technical background and extensive experience in B2B sales, capable of managing customer relationships as well as preparing quotes, providing technical advice, and monitoring service delivery.

His profile is particularly well-suited for an industrial SME or mid-sized company that is not just looking for a **salesperson**, but someone capable of **understanding the products, communicating with technicians, and turning an industrial need into a business opportunity**.

His experience at Tyco, followed by roles in pumps, compressed air, instrumentation, industrial supplies, and maintenance services, forms a well-rounded combination.

My Overall Assessment

Technical profile: 8.5/10 B2B sales

experience: 9/10 Industrial

versatility: 9/10

Sales of complex solutions: 8.5/10

Independence: 9/10

Adaptability: 9/10

Specialization in a single sector: 6.5/10

Overall positioning: 8.5/10

Frédéric Ghoris's true professional strength, therefore, does not lie in extremely specialized expertise in a single product. Rather, it is **the combination of technical and commercial skills, along with an understanding of how industrial companies actually operate**—a foundation built over more than three decades.