

Florent Balsez

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Dual citizen of Canada and France – Bilingual – Freelance Translator with 10 years' sales experience

PROFESSIONAL EXPERIENCE

Certified Translator EN > FR

July 2020 to Present

190,000+ words translated for language agencies and end users in the following sectors:

- **Consumer Products:** user manuals, food packaging, labels
- **Public Sector:** Healthcare informational posters for the City of Toronto, Capital Oversight committee, Senior Housing, Schools, Public Surveys, Immigration Affairs
- **LED Lighting Products,** Energy Services, EV Charging Stations, Solar Panels
- **Industrial:** Automation Cables, Automotive Parts, Electrical Appliances
- **Volunteering:** participated to the collective French translation of the bestseller “*For the Love of Children*” by Anna Wahlgren
- **Other** assignments include private equity, brand finance, software user guide, optical science, agricultural, food industry, journalism, tourism, transportation (air and train)

2012 to June 2020

Sales Representative, OSRAM Lighting Solutions

- Recognized as a **lighting expert** within the company. Proven history of closing large, strategic deals. Held high level of authority to set and negotiate terms of sale
- Planned, facilitated and **conducted extended negotiations** for the sale of complex, high-value lighting solutions
- Applied **consultative selling skills** to develop attractive value propositions for strategic, large and complex opportunities
- Maintained effective **customer relationships with key senior-level decision makers** and influencers (including C suite) to understand the customer's requirements, match them with the organization's solutions, and close the deal
- Developed and sustained competitive knowledge of industry channels

Account Manager, Glosynergy Inc.

2009-2011

- Focused on technical LED lighting applications and **government partnerships** for energy efficiency programs
- Set up a **distribution strategy for the Quebec Area:** objectives, target, pricing for distributors and contractors
- **Managed a team** of four contracted salespeople: created sales reporting metrics, provided training on products and supported marketing department
- Developed customer portfolio including Engineers, Energy Consultants, Governmental Organizations, Municipalities and Retail Chains

EDUCATION

Certificate of Professional Translator

2022-2023

EDVENN General Translator 400 hrs. program.

- Level 7 recognized by the French Government.

Master's degree in management

2007-2009

EM Strasbourg Business School, University of Strasbourg, France

- Major in Negotiation and Sales Management; Master Thesis: "How to Improve Salespeople Loyalty"
- One-year International Exchange Program at the Indian Institute of Management, Lucknow, India

Bachelor of Commerce

2005-2007

Montpellier Management, University of Montpellier 1, France

- Major in Sales, Minor in E-Business/Cost Accounting

University Degree in Sports Sciences

2002-2005

STAPS, University of Montpellier

- Marketing of Sports Activities with an internship at Decathlon and other sports retailers

SKILLS & CERTIFICATIONS

- Proficient with MS Office, CAT Tools: SDL Trados Studio 2021, Memsource, MemoQ, Antidote.
- Completed the LED lighting Institute course at the Lighting Research Center, Rensselaer University, NY
- NCQLP Lighting Certified (LC) from 2013 to 2020
- IRATA Level 1 (Rope Access Technician) from August 2020 to August 2023
- Permaculture Design Certification, 2020

INTERESTS

- Health & nutrition, gardening, eco-construction, permaculture and self-sufficiency
- Volunteered at the Whole Village, an intentional eco-village community near Toronto and at the Royal Botanical Gardens (RBG) in Burlington
- Competitive rock climber for over 20 years and climbing instructor