



Corinne Ajinça, life story

A professional life is the set of events in the framework of a paid activity.
Consequently, my professional life started way before my professional carrier.

It started when I knew what I wanted to do, or at least globally; I wanted to be in international trade.

Stories and civilisations of many countries were my passion. I remember that I've been touched by the study of industrialisation of south america, by their dictatorships and their revolutions. Viva Zapata has stayed in my thoughts.

My first steps into the professional world : part time jobs

They have been numerous and diverse.

Pick up of apples and the collect of cherries in the Val de Loire. 9 hours of work per day in addition of 2 hours of bike to go where I used to work.

Animation, in the framework of summer camps, guiding a team of organizers still in the framework of summer camps.
French classes, mathematics, english and german, traduction of audiovisual works.

Each experience taught me something about myself and about the **professional world**.

If I have to sum up my first steps into the professional world I would keep the following elements:

- Bravery: we need some when it's about apples with frozen fingers
- Calculation: how many buckets of cherries to I have to fill to earn a decent wage?
- Well-done work: my cherries bucket must be as clean as possible.
- Motivation: how to motivate a junior high-school student so he will want to progress in the subject?
- Refocus: Refocus a student who wants me to make his homeworks.
- Inventiveness: find ideas to animate a group of 8 pre-teenagers, so they can spend unforgettable holidays or a nice wednesday.
- Leadership: How can you train a team of organizers I just met and give them the best of myself for the children's well-being?
- Refocus (again): how can you refocus a group of organizers which seem to come to spend holidays even though it's the children's holidays, and they are supposed to look after them.

Today, when I look back, I see this introduction to my professional life with a smile. I can see that the same elements developed through experiences. They particularly have meanings today.

At this special moment, I naturally **went toward LEA** mention trade & business to finally master a DESS marketing & production. A formation which suited to my job wishes and give you the opportunity to live many work-experiences.



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Prehistory: the work-experiences

Bachelor degree's internship in 1993: my first contact with the industrial world;

At the heart of a German SMI, Flexon GmbH, I learn the job of commercial export assistant.

I've been really impressed by the efficiency « à l'allemande ». A SMI of 50 people, including the factory, which sells in the whole world! This first experience in a company conformed me in my professional choice. The hierarchy doesn't weigh, the share of knowledge is natural, all the employees have more than a satisfactory remuneration and the production is of excellent quality. I feel good there. Though, the field of activity doesn't seduce me.

Masters internship: the regional daily press in Germany and in France.

At the Westphalische Rundschau and at the République du Centre, I go with the journalists, follow their works and write articles.

My interest for journalism was real and I wanted to live of this job. Two internships were necessary to understand that my personality didn't match with knowledge required for this job. My personality, not intrusive, wouldn't allow me to find all the informations useful for a newspaper.

Antiquity and Middle-Age: between LEA and DESS

SCR, head of the export- Chateauroux

The company SCR makes electronics components: condensers, resistors. It commercialises it in the whole world.

My mission is to develop the sells of the condensers in the whole world.

I left this company to join my husband in Orléans. I got married at 23. Family is the essential element to my happiness. As far as I can remember, I always wanted to mix professional life and family life and most importantly, never live one at the expenses of the other.

It's the time of the blooming, the desire to create one day a company. Nothing is fixed but the desire's here, solidly anchored.

1998 Master foods, logistic assistant Inter company Business – Orléans.

Masterfoods, logistic assistant in large retailers.

The difficulty of the job lived in the number of representatives and in the type of the relationships that they instore with us: not a lot of friendliness, balance power, meetings often discourteous.

The happiness of my private life protects and brings the serenity I need to face this type of work.



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The other difficulty, I admit, I didn't see it coming. My way of functioning based strictly on efficiency in the work is not enough. I'm confused, I didn't understand that I had to leave my office, that I had to go to work with the people... the thunder rumbles against me, I don't care enough about my environment. It has been a big life lesson for me. You have to know how to defend your professional project in the meantime you have to have good relationships with people.

I learned a lot about the importance of the formalisation of things; about that I'm thankful to this company because starting from this moment, I took the necessary time to explain, discuss and being able to call in question my work.

I left the company to have a baby.

A twist, I'm called for a job in sales and marketing. It makes me very happy because I didn't like the last ending.

Masterfoods, logistic assistant specialized networks

The means are less sophisticated than those in the large retailers. The atmosphere is good and the job interesting.

Masterfoods, marketing assistant

I enjoy marketing; it matches to the time of reflexion and analysis. It's decided, my speciality is found. I will do a DESS marketing to complete my formation. Moreover, it will enable me to earn time and recognition, passing from an assistant job to manager.

Renaissance: after my DESS

In France, bac +5 is a true door opener. Thanks to its acquisition, executive jobs are offered to me.

2001 ALM/ Maquet (Getinge Group), chief of marketing product – Orléans

Here, it's engineers that we have to convince and they show up attentive faced with a pro active marketing, toward client solutions.

I discover that the services are not always in the share of informations.

I notice that I would like to be able, one day, to install this team spirit.

At this moment, my second child was born.

France Allium, manager marketing and sales administration – Coopérative Agricole – Pithiviers.

This experience led me to the food sector, that I particularly affectionated. Though, I lacked the abroad relations. So, I entered in Afis, a food importing company in the whole world.

I remember the F. Allium director's encouraging sentence the day of my departure « I hope that you will succeed in your new functions as well as succeeded in our company ». This small sentence gave me wings.



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AFIS, manager marketing and commercial

What a challenge! : replacing a manager that had been in command of AFIS for 7 years. Managing a company as if it was mine, thinking the strategy and applying it.

My integration done, I employ a commercial assistant. Then, we add a negotiating activity with the Dom. During the first two years, I applied what my previous experiences taught me.

The turnover increases the first year and doubles the second year. We will start a new phase in development when the society is resold. A new manager arrives (2008).

I am surprised, shareholders decided to modify what worked very well! And for what? For twists that put the company in a bad shape. It's the disorganization, the communication doesn't exist anymore, the company doesn't evolve anymore.

The main twist, in those two years that followed, came principally from muddled strategy.

In two years, there has been no less than 3 changes of strategy! There is enough to unbalance even the toughest company!

During this period, I dedicated myself to trade to develop the client's sells of which I'm in charge. With the same will to work method and order.

I left the company in May 2010.

My personality is built, I have the conviction that I can develop a company and that I got the skills. My last born is 2 years old. I am 38 and I create ACE INTERNATIONAL FOODS, in September 2010.

I follow the training «Trajectoire dirigeant» of Science Po to refine my skills in management and finances, to develop my knowledge on the international stakes and increase my self-confidence. The most interesting has been the human cooperation; the first company's richness.

And now,

The story today is the development of a brand: pure&simple by ACE.

By its name, it translates my values and my ways of functioning.

« Curiosity is a quality that we share », our motto describes as well an internal functioning as an external one, with our partners and our clients.

It's the following of a will, to blossom in your work, while keeping good relationships with others. A challenge that, actually, sounds right.