

Motivation For Change

MEOTEC is an operational consulting firm that assists its clients in the management of their projects and transformations. MEOTEC secures the success of projects by providing method and operational resources, adapted, and committed. We talk to its CEO and Founder, Richard Caron, to find out more about the company as it surpasses its competitors and wins Best European Operational Consulting Firm 2022.

As operational relays between management committees and the various technical professions, our consultants assist our clients in translating strategic decisions into operational action plans and then in project management.

"I created MEOTEC in 2005, driven by the desire to make it a unique and recognized player in the consulting market. Since then, MEOTEC has been developing its activity with its customers in France and abroad," says Richard Caron CEO and Founder of MEOTEC.

"Our offer has found its place in an increasingly competitive market that is undergoing profound transformation. It has demonstrated its relevance in all sectors of activity, with structures of all sizes and companies of all cultures. It has managed to retain many customers who have detected an effective tool to serve their objectives at a very early stage."

Thanks to selective recruitment, a strong service culture and rigorous management, MEOTEC's business model has proven its robustness in the face of ups and downs, cycles, and market downturns. It has also made its mark in the various professions the firm practices in, from PPM to Purchasing, from logistics to management control, from quality to IT project management.

Finally, the company attracts both young and experienced managers who find demanding projects in a variety of environments to develop their skills. MEOTEC's consultants have the possibility to take initiatives to develop internal projects, but also new offers or new locations.

Thus, MEOTEC now has six branches, two sector brands, SOWING and LUCA, four business brands, CRISTAL DECISIONS, MASAI, ADVEN Transition Management, and CADELE HR Consulting.

And it is not over, its DNA is entrepreneurial.

Key figures:

- 50 M€ in sales
- + 4 000 completed projects
- 33 average age
- +240 active clients
- 500 collaborators

MEOTEC has a team of 500 close-knit, passionate, and determined employees, overflowing with projects and who are living its transformation in France and abroad.

Its character and strength are based on:

- A high level of requirement and professionalism in an atmosphere that is nevertheless resolutely relaxed and human,
- The proximity of the employees combined with a lot of energy, support, and mutual help,
- The development of staff talents, listening to their desires and ambitions,
- The pride of participating in this project that makes the team grow together.
- Undertake, grow and flourish

The source of motivation is to be found in action, based on six values:

- The culture of growth that drives it to investigate new horizons.
- The search for progress both within the company and with its customers.
- Team spirit, collective intelligence, caring and recognition.
- The will to undertake and to give oneself the means to transform oneself, permanently.



- A taste for good and beautiful things, conviviality.
- The commitment to succeed with dynamic and talented teams.

The proposal of three modes of intervention:

- In consulting for the realization of diagnoses and the formulation of recommendations to improve the performance of customers on MEOTEC's trades.
- In operational assistance to strengthen customers' operational system with the contribution of a competent, equipped and committed team.
- In outsourcing or BPO to take charge of all or part of a client's operations, whether in a "project platform" organization, service center, or even on a time-sharing basis.

"Our business model had proved its robustness; all we must do now is to deploy this solution in other places around the world. It can mean other cities in countries we already exist such as Strasbourg, Bordeaux, Toulouse in France, or in new countries such as Canada, Germany, Morocco, Luxembourg, or the Netherlands."

The year 2021 saw MEOTEC reach maturity levels and Richard explains that it has now entered a stabilization mode in both revenue and growth. The main objective for the firm now is to stay true to its expertise but to diversify its source of income around the world meaning that France will only count as 40% of the overall revenue.

"Meotec is like a family, I still remember the days it used to be a baby, then when it learned to walk on its own," enthuses Richard as he elaborates on his journey to success. "I even remember the time when it went through the adolescence crises in 2012/2013 where we had fast growth and change and needed order and maturity."

Now, the firm's focus for the future is to attain a critical consultant number of 1,000 and Richard's plan involves reaching this target before 2025 purely based on organic growth, however with external growth thrown into the mix Richard foresees this number being attained in much less time.

MEOTEC
MANAGEMENT & OPERATIONAL EFFICIENCY

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