



Our mission: to assist industrial companies in their offer creation process

As the pilot is on board to escort the captain and assist him along the critical channels



AppTek intervenes to lead your projects and your products to the right point.

Your assets:

You act as a renown equipment goods supplier, for manufacturing, infrastructure or transportation.

You design and sell a technical offer, with high added value: electrics, mechanics, electronics, software...

Your ambition is to conquer, or improve your position on domestic and global markets, and bring out your know-how, through innovation and operational excellence.



Our proposal:

AppTek acts upon the whole process to create a consistent offer.

Our input will be significant:

- on strategic marketing;
- on project management;
- on the documentation coming with the product.

We can help you on each of these axes, or along the complete process.

AppTek approach is original, and our methods adapt to your company, not the opposite. This is the guarantee for a fast, measurable Return On Investment.

Refer to our index cards

Our values:

We value professional expertise, wherever it appears in the process.

We appreciate the contribution of women and men of the company, in their diversity of knowledge.

We believe that integrity is key for real and durable performance.

ID card: 20 years of experience in industry and equipment goods



Our customers are showing us their satisfaction

Siemens T&D

"Your professionalism and reactivity have been appreciated by every person in our group." *Eric M. MV Product Manager France*

Coelme SpA

"For the above reasons, we will be pleased to recommend AppTek to the companies who care about their product." *Francesco B. General Manager Europe*

Founder and manager: François BURNICHON

Master's in Engineering - MBA.

General Manager and specialist of B to B Product Management.

More than 20 year-experience in industrial, international and multicultural environment.

Robust competencies:

Transverse and multi-cultural Management

Strategic Marketing

Project Management

Electro-mechanics (MV, HV) and mechanics

... and the plus that make a difference.

International : 20 years of co-operation with UK, China, Germany, Italy...

Information Technologies superior mastering (MS, Adobe, Web 2.0...)



A combination of industrial experience

Ferraz-Shawmut (France) - Carbone Lorraine Group (Mersen)

Power Switches Business Unit Manager (16M€ / 75 people)

Cumulative responsibility for the global business (France, China, Canada) and Provins factory.
Major clients : ABB, Areva, Siemens, Alstom, Bombardier, Convertteam.

Coelme (Italy) / Egic (France) - Southern States LLC group (30M€ / 120 people)

Switching Products division director - High Voltage Switchgear

Marketing Plan and products presentation to European and global clients (EDF, ENEL, SGCC)
Design and writing of communication material, and sales team training.

Product Manager for High Voltage Disconnectors

Product plan elaboration, French and Italian product lines merger.

Technical activities harmonization, cross-fertilizing and best practices exchange.

Marketing and communication : prescription, market analysis, operational marketing.

Egic (France) - Schneider-Electric group (15M€ / 80 people)

Technical Manager

Technical department management. Products development and contract engineering.

Project management: transverse cost-killing projects (20% cost reduction achievement).



A network of professionals

Added to its home competencies, AppTek is backed by a network of specialists of engineering, consulting and communication. This enables us to propose extensive service, whatever the needs, or the working language of our customers are.