WHY WE STAY

Whatever the continent, there are many reasons behind the enduring allegiance of BIC’s 17,805 team members. The products, the values, the culture. A working environment that is conducive to personal and professional growth. Continuing education and training that broadens perspectives, with job opportunities to match capabilities. An “idea bank” open to all team members. And, for those set on expanding their horizons, a global landscape that encourages international mobility. At BIC, people can build career paths as unique as the brand and the products they are so proud to make, promote, distribute and market. Day after day.
Why we join

With experience ranging from three to 40 BIC years, four team members tell their stories and discuss what keeps them motivated. The common denominators? A remarkably accessible, open-minded leadership. And trust that empowers.

FOR GEOGRAPHIC AND CULTURAL DIVERSITY

Virginie Rollet
Finance Director, Cello Pens / Mumbai, India
BICtrotter since 2002

The challenges, the culture, the international scope — BIC was an obvious fit. As a controller, and later, Finance Director of the plants and R&D in the Stationery category, Virginie traveled the world, coordinating the financial results of 11 plants and taking part in the creation of new sites. From 2008, she ensured the financial control for Europe’s distribution subsidiaries, with special coaching for the Eastern European teams. But her wanderlust didn’t stop there. “My wish for an international position in a developing market came true in March 2015. At Cello Pens, BIC’s latest acquisition and No1 brand in India, I’m pursuing the integration of this fine brand. Another exciting challenge!”
Sarah Donaldson  
Associate Trade Marketing Manager/  
Shelton, Connecticut, USA  
BIC enthusiast since 2012

Sarah embraces BIC values with a passion. “The wonderful camaraderie and the cross-functional teamwork I have found here fosters ingenuity, the key to staying on top. People act responsibly to the brand, our consumers, shareholders and stakeholders… We feel empowered to take initiatives that will bring simplicity to the lives of all the above. And the value of ethics is a key focus at every level.” Even before making the move from the west coast, Sarah’s not-for-profit past made her particularly receptive to BIC’s environmental and community commitments. “Causes like ‘Adopt a Classroom’ and the United Way, and the variety of programs that support employee well-being and development show that BIC cares about the future—and about our future! Did I say I love my job?”

• FOCUS •

THE PEOPLE PROMISE: BIC’S COMMITMENT TO ITS TEAM MEMBERS

In the words of HR’s Alison James, “our People Promise encapsulates our employment value proposition. It expresses the experience we want to offer, in exchange for the commitment and performance of our team members, from the rewards and benefits to the more intrinsic elements of management style, work environment and culture.” It has been designed to attract, develop and retain the right talent for BIC. BIC’s People Promise was built on research from employee surveys as well as the contributions of 15 focus groups worldwide and discussions with our Leadership Team. The initiative is being rolled-out progressively around the world using local examples that bring the global People Promise to life. With a strong claim that invites future and current team members to “Unlock the Best You!” the BIC People Promise reinforces the principle that people continue to be at the heart of its philosophy.
At 24, Carlo embarked for Brazil in search of his first job. BIC Brazil’s search for someone to oversee flint-making at their newly-built plant led the Italian-Belgian engineer to the Amazon rainforest. "The majestic, remote location, the people’s simplicity and BIC’s trust" spoke to our young trailblazer. At the age of 28 he took on responsibility for the factory. "I arrived at the right moment—the lighter taught me everything, it forged my character!" With the support of François Bich, Carlo acquired a unique savoir-faire, enhanced by visits to the "mother ship" in Redon (France). He continues to send his teams there for advanced training. Over the years, the Manaus site grew, adding writing instruments and shavers to its activity. Today it’s a major plant for the BIC Group, and Carlo is its legend!

For as long as Elif can remember, BIC® has been present. Her mother, a teacher, exclusively corrected papers with a BIC® Cristal® pen, her father always shaved with a BIC® shaver, and "only BIC" filled her schoolgirl pencil case, with a preference for the 4 Colours® pen. Today, “the brand’s incredible potential, charisma, and commitment to education” mirror her personal values. Just like the products: “icons or the latest innovation, the unique combination of simplicity and technology, unrivalled reliability and wide accessibility” have kindled her passion for BIC® for nearly four years, as she accompanies the brand across this vast zone of 76 countries.