



Patrice DAVID

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MARKETING, COMMUNICATION & BUSINESS DEV. DIRECTOR

International profile offering rich experience in IT/Digital Multinationals, SME, Retail & Start-up
Producing over € 470M in revenue & consistent 10-15% business growth
Success in Leading and Developing Distributed/Multidisciplinary Teams & Strategies
Product Development & Project in Selling Disruptive Solutions/Services

Professional Experience

Marketing

- Studies, Strategizing & Product
- Design & Plan Execution
- Price/Budget Management & ROI
- Trade Marketing
- CRM Management
- Growth Hacking, Automation
- Brand Creation & Equity

Communication 360°

- Corporate, Institutional, Product
- WW Trade show, Events, Digital,
- Content Strategy & Creation
- Writer, Speaker & Spoke person
- Press & Public Relations
- Video Shooting & Editing, 3D
- Projects & Social Media Management

Business Growth & Dir.

- Leading International Teams
- Innovation & Techno. Alignment
- Strategic Alliance & Partner Dev.
- Direct & Channel Sales Mgmt.
- Budget, Deal Negotiation & Closing
- Crowdfunding, Charity Events
- Coaching / Trainer / Consulting

Selected Accomplishments

Marketing Innovation

European leader in bringing new innovative solutions
Direct report to Apple CEO S.Job (Airport Wifi solution & iPod "Music on the go")
 Co-Developed AI model in evaluating Board of performance, *Air France & EDF*
 Designed & Promoted Innovation training courses (Master2),
(50 students, VR/AR/Mixed, Serious Game, 3D), interactive Web site & eLearning

Communication Strategy

Led french "Think Different" campaign, *1,5m€ budget, visibility +260%*
 Spearheaded & Orchestrated WW events & tradeshow *AMD Symposium*
Rate satisf. 96% in Barcelona, Apple expo (200k v.), VIPs (P. Gabriel, JM Jarre)
 Develop new Brands, "Turion" up to 38% market share in W. Europe
 Drived WW sponsorship, *Grand Prix F1 w Ferrari, Tour de France w Lance A.*
 Charity events <https://vimeo.com/88230816>

Sales & Business Development

Won public tender w/ ministry of education (CG13)
Delivered 195k PC & software, 70M€ - over 3 years, against Intel leader
 Strategic sales activities with Renault, *Sold >25K units Mac*
 Won deal to built Ferrari branded laptops, *5K units/month & 150 servers*
 Lobbying Europ. Commission-Brussel, *vs Intel's monopoly, agreed €1,2 Bn*

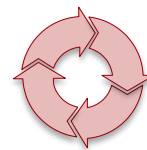
Awards

EMEA Marketing Overachievements, 2x, *(AMD, 2004 & 2009)*
 Ranked #1 Salesperson in 31, quota >150%, *(Apple, 1993)*

Sectors Knowledge

B2B

B2C



B2G

Retail

Segments

Telecom
Public
Industry
Health
Retail

Clients

Orange, Vodafone
 Administrations Fr, UK
 Siemens, Faurecia, EADS
 AP HP, Mercurochrome
 Auchan, Carrefour, FNAC
 Dixons, Tesco, Metro

International

EMEA
Asia
Africa
South America



French : *****
 English : *****
 Spanish : ***
 Chinese : *

Values Offered

Customer Obsessed & Problem Solving
 Digital Company & Collaborative Learning
 Versatile & Agile
 Assertive & Spirited
 Pragmatic Creativity & Empathic

Professional Experience

Marketing & Communication Director

Govership (Consulting Agency, Start-up 11 p., Paris/London), 2017 to 2019

- ▶ Planned Strategy & Driven Digital transformation (Web site, Social Media, SEM, Content, Video Blog, Nurturing, CRM)
- ▶ Launched & Sold projects & partnerships in disruptive innovations (Car's security patents, AI, Blockchain & Smart City)

Sales, Marketing & Communication Freelance

Entrepreneur (Qwester, Khepris, Melies School-3D animation & FX, Hong Kong/Osaka/Paris), since 2012

- ▶ Identified emerging markets, suggested new strategies, developed brand & sales (resulting in +22% / +30% incomes)
Designed successful Digital Marketing for a University (inbound, Content, VLog, SEO, resulting in a +58% recruitment)
- ▶ Developed Authorized Resellers & accounts in Cloud & Renderfarm Services (FDJ 250K€, Renault +12% revenue)
Supported CEOs & Board of directors (through Advices, Guides, Training & Coaching)

Head of Marketing, Communication & Business Development EMEA

AMD Europe (Semi-Conducteurs, 2.9Md€, 2 800 employés, Paris/Londres) 2001 à 2010

- ▶ Conducted strategy, plan & budget (€2m/y ads), Grew mobility & server lines categories (increasing revenue +42%)
Controlled ASP (+15%), overachieved market share target (from 1 to 25% in 2008). Opening of Russian/Dubai offices
- ▶ Business Case to C-level prospects (gaining from 3 to 28 OEMs - HP, Dell & 5 to 21 retailers in 4 years - Lidle, PPR, FNAC)
- ▶ Spearheaded Communication (Website, PR, WW Tradeshows Cebit/Computex/MEDPI; reputation >82%, +12% 2009)
Led an International multicultural team & KPIs (12 employees, 4 professions, 7 nationalities, 3 continents ; factories visits)

Head of Product Marketing, Communication & Business Development

Apple (Consumer Electronic, Editor, € 350M, 180 p., Paris), 1995 to 2001

- ▶ Defined & led strategy, goals setting product mix/price (Committee member). Product development (PowerBop, iPod)
Elaborated campaigns, budget (€ 100K/Q) & revenue forecasting (€90M/Quarter), led to 20% increase in sales in AAR
- ▶ PR/Marcom management, realized successful products/services launches (iMac 4k attendees & 250 journalists)

Sales Engineer

Apple Revenue growth in major groups (generates over 1,5m€ to 21m€ in 3 years, 1993 Ranked #1), 1989 à 1995

Education

Advanced Diploma in Digital-Marketing & SAP

Since 2016 MOOCs (Google, FUN, Hubspot, Elephorm & Fitec)

Certified Professional Coach

2010 to 2014. Repere Institute, Paris

Master of Strategic Marketing & Communication

1998 to 2000 INM (National Institute of Marketing), Paris

Product Marketing

1996 IFG (French Institute of Management), Paris

MBA European High-Potential Employees Program

1993 to 1994 London Business School, London UK

Let's Talk Together



Email & Web Site

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LinkedIn

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Twitter

@patdav64



Skype

@patdav64

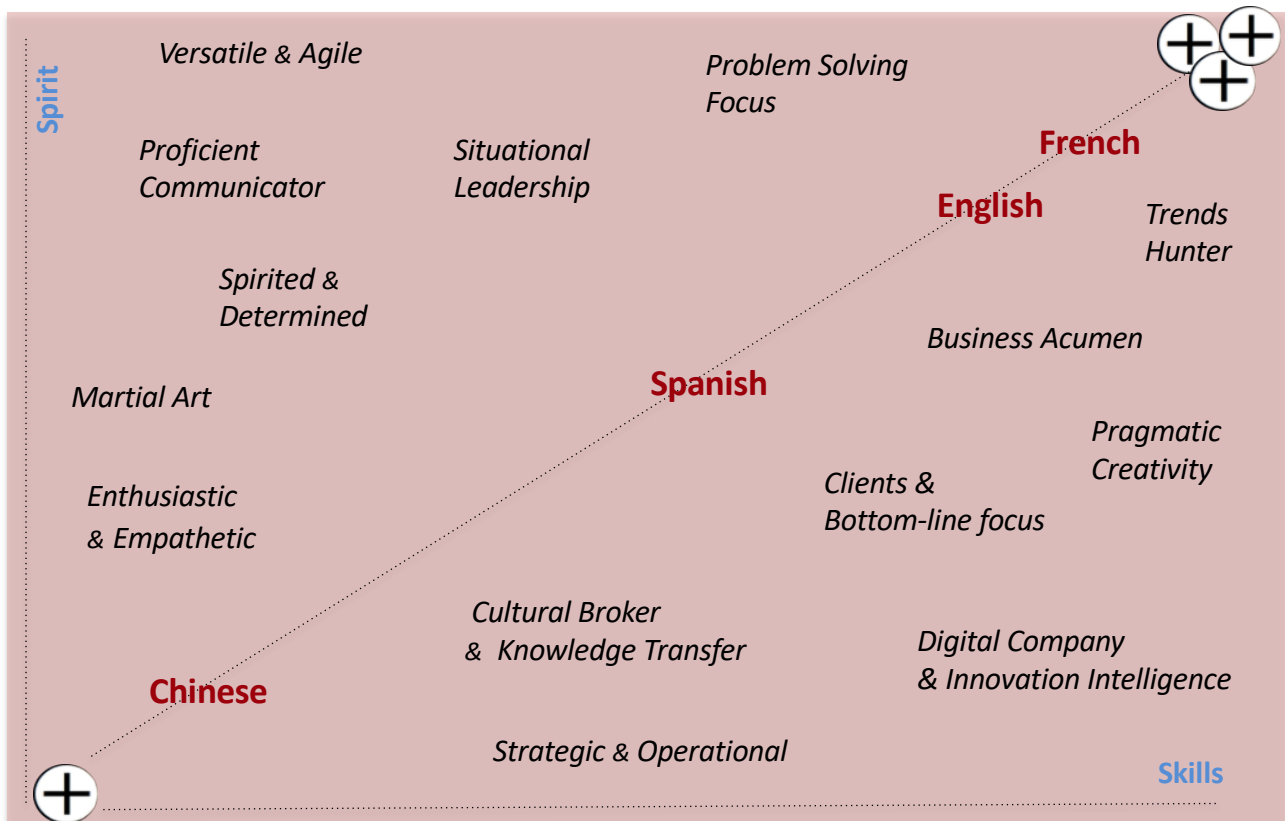


Mobile

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ANNEX

Values Offered



Reference List

GOVERSHIP

Mme C. DEFLOU-CARON (CEO), direct report for 2 years
deflou_caron@hotmail.com / +33 6 24 82 26 68

Georges Melies Institute

Mr B. LAMBERT (CFO), supervisor for 2 years
basilelambert@gmail.com / +33 6 09 55 91 10

KHEPRIS

Mr J. RUSCHEL (CEO), supervisor for 1 year
jack.ruschel@mac.com / +81 66 532 5572

AMD Europe

Mr D. EVERITT (Marketing & Sales Director), direct report for 6 years
dave.everitt@yahoo.co.uk / +44 7836 250 061

Apple

Mr JR CAZENEUVE (CEO), direct report for 3 years
jean-rene.cazaneuve@assemblee-nationale.fr