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French nationality
Available quickly

EMEA MARKETING & COMMUNICATION

LEADERSHIP • EFFECTIVE • CREATIVE • CURIOUS • PASSIONATE • FRIENDLY • ALL-ROUNDER
(GOAL: AN INTERNATIONAL SENIOR POST IN THE HIGH-TECH INDUSTRY)

SKILLS

1. Hardware, software and marketing management: corporate innovation, strategy & international channel development, sales policy (B2B, B2C & eBusiness markets).
2. Create and run new and mature businesses. Contribute to sales, revenue growth & customer loyalty. Increase brand awareness, develop efficient communication and promotions.
3. Leadership and management of a team: ability to get on with all people. Deliver on promised projects, plans and results.
4. Good effective Communication skills (business and public speaking, listening, writing).

EXPERTISE

1. Business expertise: Strategic & operational marketing, brand management, alliance & project management, RP, Marcom, business development, sales, budget, purchase, training and evangelization.
2. Business sectors: IT industry (OEM, distributor, software editor - consumer & commercial market).
3. Fluent English: Working language on a daily basis, good all-round level of Spanish, learning Chinese.
4. Technologies: Networks, telecommunications, mobile computing, Internet, electronic, graphic and video.

CAREER PATH AND MAIN ACHIEVEMENTS

2009 **AMD Europe** - Subsidiary of Advanced Micro Devices USA (Processors & **ATI** graphics cards)
2001 **Platform marketing & Business development Director** (Paris Fr & London UK; \$5.8 Bn /14k e)

Assignments: Developed and implemented vision to raise company profile in a highly competitive market. Spearheaded notebook, desktop, graphic and software platform sales and marketing strategy targeted manufacturers and end users.

International Marketing (EMEA).

- Strategic & operational marketing: Managed all facets of product marketing and services activities & policy - defining strategies, plan of actions and budgets (> €1M). Travelled to Asia to persuade ODMs to build custom barebones for European market. Made business case to OEMs to use AMD platforms, making pitch directly to key decision-makers at top companies' EMEA operations - HP, Acer, Dell, Toshiba, Sony, FSC etc (AMD market share jumped from 1% in 2001 to 25% in 2008; with peaks up to 38%). Developed emerging countries and addressed the commercial market with specific solutions and services (0% in 2004 up to 15% in 2008). I received 2 awards.
- Responsible for marketing intelligence: set up competition monitoring & making it accessible and exploitable by management and sales staff (analysed, summarised & streamed Gartner, GFK and IDC data, on AMD Intranet).
- Internal and external communication: representative for Europe in defining and managing products. Raised brand profile (Athlon, Turion,). Official European spokesperson to the press, manufacturers and customers. Played key role in successful anti-trust complaint with Brussels court against our competitor (Intel' monopoly) – agreed to pay \$1.2Bn
- Leadership of an international team: 10 peoples located throughout Europe. Orchestrated product showcase (Cebit, 3GSM, Medpi) and sponsorship (Tour de France with *Lance Armstrong*, Monaco Formula 1 Grand Prix with *Ferrari*).

Business development & project management:

- Successfully designed promotions, platforms needs and organized symposiums (AMD Mobile Forum:72 firms attended)
- Responsible for coordinating with Wifi/3G partners for their integration in AMD Platform and associated eCampaign.
- Products evangelization, sales development and support to large accounts (BNP, BMW, universities - tender won to deliver 195ku PC to French schools) and European distributors (DSG, Carrefour, Auchan, Ingram, Techdata).

CAREER PATH AND MAIN ACHIEVEMENTS (continued)

2001 **Apple Computer France** –Subsidiary of **Apple Inc.** (Computers & consumer electronics)
1989 **Product Marketing Director - Sales & Training engineer** (Paris, Fr; 250 empl.)

*Assignments marketing & communication: **Designed** product and portfolio management strategy (**identified product mix**, led divisional operations in France, handled definition, launches, transitions, business planning and promotions). **Leading sales and communications initiatives** (internal and external). **Served on executive committee.***

Strategic and operational Marketing - Product chief, group manager then director (1995-2001):

- **Responsible for the operating account:** developed and managed the “hardware, software and services” portfolios, defined prices, forecasted sales (€350 M turnover), elaborated and managed budget (of up to €110 K per quarter).
- **Developed product ranges:** elaborated external analysis and successfully marketed new segments (mobility with WiFi & GSM data, DVD authoring, e-Business) gaining new ground in French market. Managed products portfolio with direct responsibility for the notebook and “mobility” products lines. Participated in early iPod concept development as part of the European team, recommending opening platform to PC and offering telecommunication capabilities.
- **Defined and implemented programs:** organised major events (“Apple Expo” trade show: 200k visitors, “Desktop Publishing Forum” roadshow: 9Kv.), created innovative promotions (Bundle “OneBox” printer+notebook), partnership development (with Lancel, France Telecom, Nokia, TF1 & Canal+), education program, ads & iTunes Web campaign
- **Leadership marketing team:** defined, monitored objectives and supervised 5 employees. Led VIP program for celebrity product placement (JM Jarre, D Stewart/Eurythmics, V Cassel, G Depardieu for “Le placard” the movie). Spokesperson to the press (TV show, news & shopping programmes, radio, mag), analysts, resellers and the end-users.

Sales engineer, key accounts (1992-1995): **Sales (achieved up to 150% of the sales quota)**

- Developed accounts with major groups, including RATP, CDC, La Redoute, Metz City Hall, Sorbonne University and Renault (placed 25 000 Macs in Renault dealership with multimedia terminals – I received honours).

Training engineer (1990-1992): **Trained and developed projects & new concepts**

- Led training modules, including multimedia, networks and telecommunications. Produced remote training materials (eLearning), certification programmes (98 resellers) and built a technological showroom (duplicated in Houston and Tokyo).

Pre-Sales Engineer (1989-1990): **Sales support, evangelization and presentation**

- Managed the technological showcases (La Défense & Champs-Élysées – 1500 visitors/m) and developed new segments, like multimedia emerging concept & telecommunication trainings on CD-Rom support (2k sold) and CAD capabilities on Mac.

Additional Positions

1989 **Product Manager** – **Sligos CMG** (service company & software publisher; €60 M / 320 empl.).
1988 -1989 **International Pre-sales support** – Telecom – **Asystel** (service & distributor; 1000 empl. / €150 M)
1986 **Assistant Marketing** trainee – **Control Data Corporation** (supercomputer firm; \$3,4 Bn).

EDUCATION & PROFESSIONAL TRAINING

2009 – 2010 **Master of NLP and Coaching** – **Strategy ICMC-John Grinder** – Paris.
1998 – 2000 **Master of Strategic Marketing** – **INM (National Institute of Marketing)** – Paris.
1995 – 1996 Product Marketing & media training – **IFG (French Institute of Management)** – Paris.
1993 – 1994 **MBA - Master of Business Administration** – **London Business School** – London.
1990 – 1991 Management, negotiation, public speaking & media training – **Krauthammer International**.
1986 – 1989 IT, international economics, technical English – **Paris CNAM (National Centre for Arts & Trade)**
1984 – 1986 **Master’s Degree** in “IT Services and Telecom” – **ESM (Paris School of Advanced Management)**.
1982 – 1984 **Master’s Degree** in “Electronics and Computer Technology” – **Paris XI University**.

HOBBIES AND INTERESTS

Sports: Squash and Nin-Jutsu.
Interests: Chinese medicine & kinesiology. Member of “La Trame” association (assistance to individuals)