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Innovation and partnerships

39, single, French passport

Competencies

Innovation, partnership, marketing

- Creativity, **innovation**, strategic marketing
- Business development, co-working et **partnership**
- Value analysis and revenue model

Studies and IT consulting

- **Business Intelligence**
- Investment strategy and offer positioning
- Innovation analysis and synthesis abilities

Business ownership and project management

- Customer needs caring,
- Web sites creation and management, technical recommendations
- **Project** management

International

International missions

- Many business travels to **USA** (shows, business travels, private journeys)
- 4-month marketing mission in Poland for *Telekomunikacja Polska*
- Business journeys in **Europe** (Belgium, Netherlands, United Kingdom, Spain...)

Foreign languages

- **French** : mother tongue
- **English** : fluent
- **Spanish** : bachelor level

Formation

2007 **PhD thesis** in innovation engineering
ENSAM / ISTIA-Innovation, Université d'Angers (France)
Subject : value evaluation of innovation on web 2.0

1995 **Master in business intelligence and security**
Université de Marne la Vallée (France)
Master thesis : Internet payment security (*with distinctions*)

Professional experiences

Groupe France Telecom	Internet Customer care manager <i>LNAs business division</i> <u>Activities:</u> Business owner of the LNA-dedicated extranet website. (5000 accounts, budget 2 MEUR, 10-people team management). Site strategy, positioning, and operational marketing april 2004 june 2007 <u>Results:</u> extranet orders multiplied by 3, tailor-made webservices-based ordering for several customers, creation of a customer hotline, SSO between FT extranet and her subsidiaries
	e-business marketing manager <i>LNAs business division</i> <u>Activities:</u> ebusiness product line marketing manager sep. 2003 apr. 2004 <u>Results:</u> creation of "Certimail", a secured email product, several customer-specific VPN on ADSL, internal memos on XML and M to M. B to B marketing mission for Telekomunikacja Polska (Warsaw, Poland)
	Business development manager <i>FT e-Business</i> <u>Activities:</u> Business development in the banking and insurance sector. Pro-active commercial actions and partnership development aug. 2002 sep. 2003 <u>Results:</u> 2 innovative projects in banking, development of an insurance offer in ASP mode, animation of 5 customer-specific shows
	Strategic expertise manager <i>Wanadoo Portails</i> <u>Activities:</u> Strategy and positioning e-commerce for portals, due diligence on several external acquisitions, partnership development, implied in the project when Wanadoo went public feb. 2000 jul. 2002 <u>Results:</u> Strategic memos on e-commerce, creation of Wanadoo online shopping mall, purchase of a web portal
Groupe Paribas	Co-founder and partnership manager <i>Business Village</i> <u>Activities</u> : company launching, marketing development and business partnerships jan. 1998 Dec. 1999 <u>Results:</u> elected "Best B2B website" in France (Clic d'Or, 1998), Turnover of 1 MEUR during the first 13 months with 10 customers, creation of a customer care service
	Assistant manager <i>L'Atelier de veille technologique (dir. J.M. Billaut)</i> <u>Activities:</u> business and marketing intelligence on the internet, business animation, business travels management, founder and manager of the "WebSchool" sep. 1995 dec. 1997 <u>Results:</u> 15 articles published in "le Journal de l'Atelier", 7000 people discovered the web at the "WebSchool", 3 business travels organized
Diverse	General Secretary <i>Afa (Association des Fournisseurs d'Accès internet)</i> <u>Activities:</u> team management and coordination of association's activities 1998-99 <u>Results:</u> annual report publication
	Consultant <i>Canope (dir. N. Paquel)</i> <u>Activities:</u> business intelligence, business travels. jun. 1993 aug. 1995 <u>Results:</u> Study on electronic commerce, ebusiness strategy for IT companies, many business travels to the US