



Lydie CASTAGNET

I have an extensive 25-year experience in Marketing & Communication, including digital. For 10 years, I have led leadership roles including Vice-President & CMO, both in multinationals (PSA, NESPRESSO) and startups (CASTALIE), always seeking for entrepreneurial challenges.

Thanks to my unconventional and rich experience, I'm able to bring a new vision and therefore to lead transformation.

I'm a polyvalent marketer with a proven track record in all Marketing & Communication activities, from Product innovation, 360° offline & online Communication, Omnichannel including Retail and ecommerce, to Customer experience, CRM and Lead generation.

CONTACTS

10 Rue Edmond Roger
75015 PARIS - France



+33 (0)7 67 75 31 65



lydiecastagnet@hotmail.com

SKILLS

SOFT SKILLS

- Strong business acumen, motivated by reaching ambitious goals
- Highly Customer centric, Empathic, strong interest for human potential & collective intelligence
- Highly environment conscious
- Strong creative sensitivity, highly connected to the world I live in

PROFESSIONAL SKILLS

- Branding Strategy
- Communication Strategy including Digital & Social Media,
- Brand content management
- Omnichannel customer journey
- Online & Offline Customer Experience
- Loyalty programs & CRM
- Growth hacking & lead generation
- Products & Services Innovation

EXPERIENCE



DS AUTOMOBILES

June 19 – Today

VICE PRESIDENT BRAND STRATEGY & OMNICHANNEL CUSTOMER EXPERIENCE – B2C

PSA GROUP – International HQ, Paris FRANCE

Premium automotive brand created in 2015 – *Team of 8 people*

OMNI-CHANNEL STRAT & EXPERIENCE | RETAIL STRAT & EXPERIENCE (450 stores worldwide) | LOYALTY PROGRAM | BRAND PARTNERSHIPS | CUSTOMER EXPERIENCE | DS ACADEMY

⇒ **Increased CUSTOMER SATISFACTION BY 14%**

- Created new BRAND MISSION & VISION, Brand bible, Brand Manifesto.
- Created ONLY YOU CLUB: loyalty & CRM data program delivered through My DS mobile app.
- Transformed DS ACADEMY trainings: new Digital modules, more Customer centricity.
- Reinvented RETAIL CUSTOMER JOURNEY & Design concept in an OMNICHANNEL context.



April 17 – May 19

CHIEF MARKETING & DIGITAL COMMUNICATION OFFICER – B2B START-UP ESS

founded in 2011 – 80 employees – Paris FRANCE

Water filtration fountain which objective is to reduce carbon & plastic footprint linked to bottled water - *Team of 4 people*

BRANDING | DIGITAL COMMUNICATION | SEO | LEAD GENERATION | GROWTH HACKING | GOOGLE ANALYTICS | CUSTOMER EXPERIENCE | CUSTOMER SATISFACTION

⇒ **Increased LEAD GENERATION by +40%, turnover multiplied by 2**

- Introduced INBOUND & OUTBOUND MARKETING and SALES AUTOMATION.
- Developed DIGITAL COMMUNICATION Strategy: new website, BRAND CONTENT Strategy.
- Introduced CEO Personal branding on LinkedIn.



Sept 14 – March 17

SBU MARKETING & DIGITAL COMMUNICATION LEAD – B2BC

Endodontics SBU International HQ, Ballaigues SWITZERLAND

Worldwide leader in dental device – *Team of 8 people*

DIGITAL & SOCIAL MEDIA COMMUNICATION | GOOGLE ANALYTICS | PRODUCT INNOVATION | BRANDING | EVENTS & CONGRESSES | KOLs' ENGAGEMENT | MARKET RESEARCH

- Defined DIGITAL & SOCIAL MEDIA COMMUNICATION STRATEGY.
- Created MyCompanion DIGITAL APP for practitioners and KOL's.
- Managed CORPORATE COMMUNICATION: PR, Internal Communication, Employer branding.



March 06 – Aug. 14

REGIONAL HEAD OF MARKETING & COMMUNICATION ASIA, OCEANIA, MIDDLE EAST & AFRICA (AOA) – B2C

Apr. 11 to Sept. 14 – International HQ, Lausanne SWITZERLAND

33 countries – 18% of total NESPRESSO turnover - *6 direct reports*

MARKETING & COMMUNICATION STRATEGY, ACQUISITION & LOYALTY | 360° OFFLINE & ONLINE COMMUNICATION | TRADE & RETAIL MARKETING | E-COMMERCE (50% of total capsules sales) | OMNICHANNEL | NESPRESSO CLUB | CRM | CUSTOMER EXPERIENCE |

⇒ **Increased REGION TURNOVER BY +26%.**

- Defined REGION MARKETING & COMMUNICATION 3 YEAR STRAT.
- Validated & contributed to markets MARKETING & COMM 1 YEAR & 3 YEAR PLANS.
- Initiated & led first local CRM WORKSHOPS in Australia, Japan & Korea. Increased local CRM skills & Developed CRM Action plan to reach acquisition and loyalty objectives.
- Transformed Regional Communication Strategy by launching the FIRST 360° LOCAL ONLINE & OFFLINE Communication campaigns: CHINESE NEW YEAR campaign with SHANGHAI TANG in Korea, China, Taiwan - + 25% new Club members / Customer testimonials campaign in Australia & Israel, 37% recognition & believable for 48%.

LANGUAGES

French	●●●●●
English	●●●●
Spanish	●●●

EDUCATION

LONDON BUSINESS SCHOOL
2012 Leadership program

IMD - LAUSANNE
2010 Strategic Marketing
in action

ESC NANTES - AUDENCIA
1995 Master's degree
in Marketing

MIAMI UNIVERSITY – USA, OHIO
1994 International Marketing
Consumer behaviour
Organizational behaviour

EXTRA

ART, CINEMA, LITERATURE

DESIGN, FASHION

GASTRONOMY, FINE FOOD

CROSS FIT, YOGA, PILATES

MINDFULNESS MEDITATION

EXPERIENCE (CONTINUED)

NESPRESSO
March 06 – Aug. 14

GLOBAL HEAD OF TRADE & RETAIL MARKETING – B2C
April 08 to March 11 – International HQ, Lausanne SWITZERLAND
Trade channel: 80% of total acquisition - *Team of 4 people*

BRAND VISIBILITY & PERFORMANCE IN TRADE CHANNEL | SHOP-IN-SHOP | INTERNATIONAL EXHIBITIONS | VISUAL MERCHANDISING | NESPRESSO ACADEMY TRAINING

- ⇒ **Increased BRAND PRESENCE in Trade channel (department stores, electronic chains) by +50%.**
- Reinvented SHOPPER EXPERIENCE by developing a new MODULAR SHOP-IN-SHOP CONCEPT in collaboration with SAGUEZ & PARTNERS design agency, deployed in more than 1'500 Trade Point of Sales. Interactive content on Coffee and NESPRESSO Club. Won 3 Prizes: Janus d'Or from French Institute of Design, Strategies Prize & Top Com Prize.
- Transformed NESPRESSO CLUB registration journey by creating a Digital platform to register new clients directly on the Point of Sales.
- Created innovative BRAND EXPERIENCES in International Fairs by using Digital technologies: interactive coffee-bar to discover Grands Crus coffee in IFA, Berlin / Minority Report interactive screen to discover Citiz coffee-machine in Maisons & Objets, Paris.
- Transformed NESPRESSO ACADEMY Training program dedicated to Trade salesforce, in collaboration with CEGOS. Modular concept made of 42 "bricks of knowledge".

NESPRESSO
March 06 – Aug. 14

SENIOR PRODUCT INNOVATION MANAGER – B2C
March 06 to March 08 – International HQ, Lausanne SWITZERLAND

- Defined Product innovation plan
- Developed new coffee machines in collaboration with R&D, Design & Production within budget, time and quality constraints

ROMANDE ENERGIE
Jan. 02 – Feb. 06

SENIOR PRODUCT & SERVICE MANAGER – B2C and B2B
Electricity provider
Lausanne SWITZERLAND

- Defined Acquisition & Loyalty Strategies through the development of added value Services for B2C and B2B targets
- Responsible for business development through relational campaigns, Digital communication, Events & internal trainings

KRUPS MOULINEX
March 98 – Dec. 01

INTERNATIONAL PRODUCT INNOVATION MANAGER – B2C
Small Domestic Appliances
International HQ, Paris FRANCE

- Defined 3 years Product Innovation Strategy
- Responsible for market-shares target, profitability
- Analyzed GFK distribution panels, competition, company performance & internal inputs

WATERMAN – GILLETTE GROUP
Sept. 95 – Feb. 98

JUNIOR PRODUCT MANAGER – B2C
Luxury writing instruments
International HQ, Nantes FRANCE – French Market, Paris FRANCE

- Defined Brand strategy plan
- Communication & promotional plan
- Developed a Limited-Edition fountain pen with Boucheron