

Digital strategy manager
Over 15 years experience in international B2B2C



Lionel GENTIL

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Drawing on long experience driving international digital communication and e-commerce initiatives in tech start-ups as well as multinationals, I excel at boosting sales performance while enhancing the brand's long term value.

Professional experience

2015-2017 HEAD OF DIGITAL, **SIGFOX**, GLOBAL HEADQUARTER, TOULOUSE, FR



New brand strategy definition and its implementation on the Web

- Audited existing digital platforms and created from scratch 3 multi-lingual **websites**
- Ensured communication consistency over the Press, **social Media**, web & partners sites
- **Sourced** a new web agency (eMakina) and followed-up: **+ 24%** web traffic YoY

2008-2015 HEAD OF MERCHANDISING & TRAFFIC, **SONY EUROPE**, **SONY STORE ONLINE**, BRUSSELS



Web Merchandising from concept to implementation in **19 countries, 13 languages**

- **Created** Merchandising department from scratch: 2 merchandisers + 1 Campaign manager
- Set up **360°** campaigns generated up to **30%** of the sales over the product life cycle
- Unified our message by **aligning** global, European and local campaigns
- Handled a **1.3M€ budget** - Newsletter, affiliation, display, PPC, designers, localisation...
- Managed Traffic **agency** in London to optimize ROI in affiliation, Display & Search

2004-2008 MARKETING PROGRAM MANAGER, **APPLE EUROPE**, PARIS/LES ULIS, FR



Online Apple Store Merchandising manager : **4x traffic** over the period

- Created specific bundles & solutions guides (**50+** actions/year/segment)
- Introduced **Loyalty programs** with reward email campaigns (**x11** vs previous period)
- Implemented European Black Friday, generating **55 000** sales in one single day
- Organized 10 sales **events** UK/FR/DE DE :
 - Apple Expo Paris 2007 : **4.56M\$** revenue over 5 days, besting 5th avenue Store !

2001-2004 **3PP PRODUCT MANAGER**, **APPLE EUROPE**, PARIS/LES ULIS, FR

- Grew Third-Party sales from **150k\$** to **2M\$**/month within 3 years.

1999-2001 TECH CATEGORY MANAGER **CIAO.COM** / PRODUCT MANAGER MOBILE PHONES **BOSCH FRANCE**

Foreign languages and software skills

English: fluent French : native
German : Studies in Germany (B2)

Office, SAP R/3, Omniture,
Google Analytics, Final Cut Pro

Studies

1995-1999 BWL – Master's degree in Marketing & international trade Münster Universität (FH), Germany
1993-1995 DUT Trade 2 year degree in Sales & marketing, Université Lyon I, France