Jeremy Fichet

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# PROFESSIONAL PROFILE

Team player focused on achieving breakthrough results, my main strengths reside in developing top performing organizations through inspirational vision, top notch talents development, teams creativity and hands on management style supported by over 7 years of international experience in sales, operations and marketing as GM or Regional Head.

Revenue focused leader, I succeeded to achieve tremendous performances on a local and regional levels for Global companies as well as SMEs. My main motivation: moving mountains to become the leader in the ecommerce environment in SEA, maximize revenue, profit and productivity while developing world class culture.

**PROFESSIONA**

**L EXPERIENCE**

LivingSocial, Malaysia

& Philippines

*Regional CEO Malaysia & Philippines*

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*LivingSocial.com.my, ensogo.com.ph*

July 2012

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Current Position

Responsibilities:



## LivingSocial, Malaysia &Philippines

*Regional CEO Malaysia & Philippines - LivingSocial.com.my, ensogo.com.ph*

July 2012 – Oct 2013

Responsibilities:

Lead over 300 staff to be the leading ecommerce site in Malaysia and Philippines

Ensure consistent achievement of top and bottom lines budgeted

Lead each team (Sales, Mkg, Ops, Finance, HR) to deliver the highest productivity

Hire or promote and develop countries and verticals GM

## LivingSocial, Malaysia

*General Manager - LivingSocial.com.my* February 2012 – July 2012 Responsibilities:

Ensure consistent achievement of top and bottom lines budgeted

Lead each team (Sales, Mkg, Ops, Fin, HR) to deliver the highest productivity and achieve team KPIs

Scale new revenue verticals while consolidating core business drivers Launch Retail line Achievements:

+290% revenue growth in one year, overachieved 2012 yearly revenue targets, highest YoY growth for LS worldwide

Achieve the highest retail revenue in the region

Achieve the highest Operations productivity within Asia in all departments

Hit the highest marketing KPIs within SEA in terms of emails OR, CTR, spenders to subscribers ratio, organic traffic percentage

Scale local team from 70 staffs to 150 staffs while achieving the best P&L bottom line in SEA Build a top performing teams with 10 different nationalities

Jeremy Fichet • +60162615330• jeremy.fichet@gmail.com Page 2

## LivingSocial, Asia

*Sales Director Asia- LivingSocial.com,tmon.co.kr, ensogo.com, dealkeren.com* July 2011 – January 2012 Responsibilities:

Achieve revenue targets for the region (KR, TH, PH, MY, ID), manage a sales force of over 700 staffs Solidify sales fundamentals in building sales processes and sales teams structures, hiring top notch sales leaders, defining strategy and vision, sharing worldwide sales best practices, training teams Increase productivity KPIs: revenue per sales people, revenue per deals, number of deals Achievements:

Grow Revenue and revenue per sales people by over 110% in 6 months for the region with a closed to 0 turnover

Roll out sales processes and sales structures within the region including National Sales, Inside Sales, Leads Generation, Product Sales, Yield Management, Training team enabling the region to achieve the strongest revenue growth worldwide

Hire or promote and train sales leaders for each countries

## RebateNetworks, Asia-Europe

*Global Sales Strategist- Rebatenetworks.com- Consultant* January 2011 – June 2011

## Responsibilities

Define global and local sales strategies for 28 countries within the network

Develop and roll out sales trainings for each countries Share global best practices Achievements:

Impact revenue from +70% to +220% MoM after 3 weeks period for each countries visited

Roll out sales training and sales best practices

Directly support the exit of ensogo.com (TH, PH) and dealkeren.com (ID) to LivingSocial.com and indirectly support the exit of DailyDeal.com (DE) to Google.com



### Groupon-CityDeal, Switzerland

*Regional Sales Director*

February 2010 – November 2010

## Responsibilities

Launch Groupon-CityDeal in Switzerland

Hire, train and retain sales people, scale a team from 0 to 20 sales staffs in 2 months

Close 90 deals per months

Achieve monthly personal and team targets and be responsible for the cost structure Achievements:

Launch successfully Switzerland and open 3 cities within 6 months

Close local and global accounts to achieve sustainable revenue growth

Develop first class sales trainings and sales strategy to support regional growth

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| Jeremy Fichet • +60162615330• jeremy.fichet@gmail.com | Page 3 |

### Pernod Ricard, Eastern Europe

*Brand Manager ARARAT, Strategic Developments*

February 2008 – November 2010

## Responsibilities

Develop marketing and sales strategies for the number 1 Brandy in Eastern Europe

Develop and Launch new brand positioning, revolutionary 360 campaign (incl. TV, Radio, Online…) new packaging, new merchandising strategy, new PR strategy Achievements:

Turn around a declining brand to a growing brand while Russia was facing severe crisis Win multiple prices as the best marketing campaign for 2010

### Pernod, Asia & Americas

*Junior Area Manager, Asia & Americas Pernod* January 2007 – January 2008

## Responsibilities

Develop Sales to match P&L top line goal for the Asia & Americas region

Ensure the right follow up of sales, logistics and marketing

Manage several international brands including Pernod, Marquis de Montesquiou, Mazarine, Cuzenier

Achievements:

Break record of sales for the region in developing innovative sales and marketing strategies

Launch the most expensive Armagnac brand in the world and develop over 10 new SKUs / brands

# EDUCATION

Master in International Business Administration, Northumbria University, UK, 2007 Master in Marketing, La Rochelle Business School, FR, 2007