



AMERICAN MADE

CHRISTOPHER FOURNIER

POWERED BY COFFEE

I love my wife, designing seamless user experiences, managing projects with discipline and efficiency, and delicious black coffee.

CONTACT

"Everywhere is within walking distance if you have the time."

Steven Wright

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INTANGIBLES

"I'd like to be remembered as a guy who tried — tried to be part of his times, tried to help people communicate with one another, tried to find some decency in his own life, tried to extend himself as a human being. Someone who isn't complacent, who doesn't cop out."

Paul Newman



Strategist



Worker



Collaborator

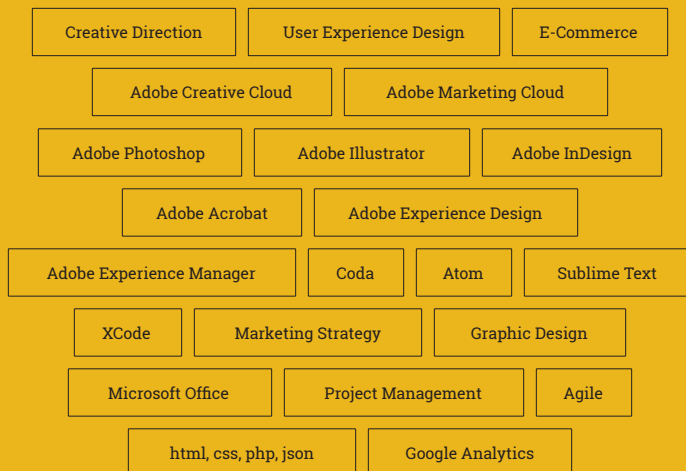


Manager

SKILLS

"There are basically two types of people. People who accomplish things, and people who claim to have accomplished things. The first group is less crowded."

Mark Twain



WORK HISTORY

"The only place success comes before work is in the dictionary."

Vince Lombardi

2012 to Today

Panera Bread

Senior Manager, Digital Marketing

Leads internal team supporting **panerabread.com**. Ensures cohesive brand experience across site attributes and functionality resulting in a 26% increase in sessions, 24% increase in users, 60% increase in average session duration, and a drop of 1.37% in the bounce rate. Directed development, deployment and promotion of a web-based, template-driven asset management system to improve local marketing through application of national brand standards generating a 167% increase in users, 503% increase in photography downloads, and a 375% increase in approved, brand-sanctioned marketing collateral.

2007 to 2012

Panera Bread

Senior Manager, Marketing Services

Worked cross-functionally with Catering, Loyalty, Field Marketing, Retail Advertising, Public Relations, and Franchise on Marketing Special projects. Implemented internal process improvements to ensure coordinated marketing efforts in support of multiple sales driving initiatives. Led creative development and marketing implementation under CEO and founder **Ron Shaich**, building **Panera Cares™**, a charitable foundation created to address the epidemic of hunger in the United States.

2007

PARTNERS+simons

Creative Traffic Manager

Managed timelines, workflow and resources for marketing projects for clients including Blue Cross/Blue Shield, Sovereign Bank, Genzyme, and others in the health care and financial industries, including delivery and execution of coordinated multi-channel marketing campaigns comprised of print, online advertising, website development, out of home, and broadcast media. Coordinated project work with client account managers, copywriters, designers, and production.

2004 to 2007

Vertis Communication

Creative Traffic Manager

Managed **L.L. Bean** client relationship, including creative development and production of materials in support of **L.L. Bean's** catalog, retail and e-commerce business. Directed support resources for all layout and photography deliverables. Reduced costly on-press errors by 97% and decreased internal production time 18% by implementing improved workflows and quality control.