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Mathilde Lamazère-Rabuel

3rd

Chief Marketing Officer at Evaneos

Paris Area, France | Leisure, Travel & Tourism

Previous Club Med, L'Oreal

Education HEC Paris

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500+ connections

Contact Info

<https://fr.linkedin.com/in/mathildelamazere>

Background



Summary

13 years' experience in marketing & sales, digital & CRM, consumer goods & services, France & International



Experience

Chief Marketing Officer

Evaneos

January 2016 – Present (1 month) | Paris Area, France



VP Digital and CRM Worldwide

Club Med

September 2011 – December 2015 (4 years 4 months) | Paris Area, France



Challenge : Accelerate growth of digital channels, recommend and implement changes of strategy and organization to leverage digital and client revolutions

- Management of a team of 20 people, animation of WW teams in Digital & CRM field
- Lead of the group digital transformation project
- Digital: management of the WW e-commerce site (250M€ turnover), international launch of applications and mobile site, digital and cross-channel impacts, management of WW key players
- CRM and client vision: WW launch of customer marketing plans, redesign of organizational processes in resorts
- WW roll-out of

► 1 honor or award

VP Pricing Strategy Europe-Africa

Club Med

May 2010 – August 2011 (1 year 4 months) | Paris Area, France

Challenge : Redefine the price/volume strategy of Club Med, now repositioned on the up-market segment

- Choice and management of the strategy consulting firm, report to the General Management Committee
- Recommendation of a strategy redefining the balance between price, promotions and volume, and creating a virtuous and sustainable model between business efficiency and brand attractiveness
- 360° roll-out of this strategy : communication, website, CRM (targeted offers), commercial speech, yield management, organization, processes and pricing tools, financial KPI

VP Marketing & Sales NMEA

Club Med

January 2008 – April 2010 (2 years 4 months) | Paris Area, France

NMEA (New Markets Europe-Africa): Italy, UK, Germany, Israel, South Africa..., 220 M€ turnover, 12 M€ Marketing budget

Member of the Management Committee of the BU

Challenge : Gain market shares in all European & African markets where Club Med is a challenger, while deploying Club Med up-market strategy

- Management of a team of 12 people and functional management of marketing and sales teams in local

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Stuti Bajaj 1st

Africa Internet Group



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Mathilde 3rd

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Digital Media & CRM Manager at Club Med



Laure Baume

Directrice Générale Adjointe, Direction Clients chez Aeroports de Paris

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Julien Lebreton

Head of Global Brand Communication & Content

Sylvain Rabuel

CEO Club Méditerranée France Benelux Switzerland & New Markets Europe & Africa

Claire Aumonier-Popov

Digital Culture communication and coordination Manager at Club Med

Caroline Bruel

DIRECTRICE DE LA COMMUNICATION chez Club Méditerranée

Caroline Puechoultres

CEO Asia Pacific & GM Strategy and Development Worldwide at Club Med

subsidiaries, including development of skills and competencies

- Elaboration of the 3-year strategic plan: markets potentials analyses and investments priorities, marketing and sales priority actions, impacts in terms of organization
- Elaboration of the BU marketing plan: drastic reorientation of offers selection, concentrations of means on PR, online media and CRM, creation of a communication campaign enhancing Club Med all-inclusive, launch of a loyalty program
- Structuring of the commercial strategy of the BU: definition of the multichannel distribution policy (Agencies: creation of a segmentation, review of commissions strategy, ... / Call Centers: skills development, redesign of the variable compensation,...)

Marketing & Internet manager NMEA (New markets Europe-Africa)

Club Med

January 2007 – December 2007 (1 year) | Paris Area, France

- Recommendation & implementation of marketing plans in local subsidiaries
- Internet and CRM : Management of the Web project manager and Dataminer, definition of the Internet roadmap, roll-out of the e-commerce site in 3 countries, structuring of the CRM activity in the BU

Product manager for Dessange (Lascad)

L'Oreal

June 2005 – December 2006 (1 year 7 months) | Paris Area, France

Challenge : Consolidate Dessange styling products market share in front of growing retailers' brands

- Relaunch of the brand through the renewal of the range and the launch of 3 new products: concepts writing, qualitative and quantitative studies, test of new formulas, packaging creation, new advertising
- Renewal of the marketing mix (media plan, promotional plan, trade marketing)

Sales representative for Lascad

L'Oreal

January 2005 – June 2005 (6 months) | Bretagne, France

Commercial follow-up of 14 Lascad brands (Dop, Narta, Dessange, Mixa...) in 120 supermarkets, new products listing, negotiating promotional events

Project leader in the International Recruitment Department (Corporate HR Department)

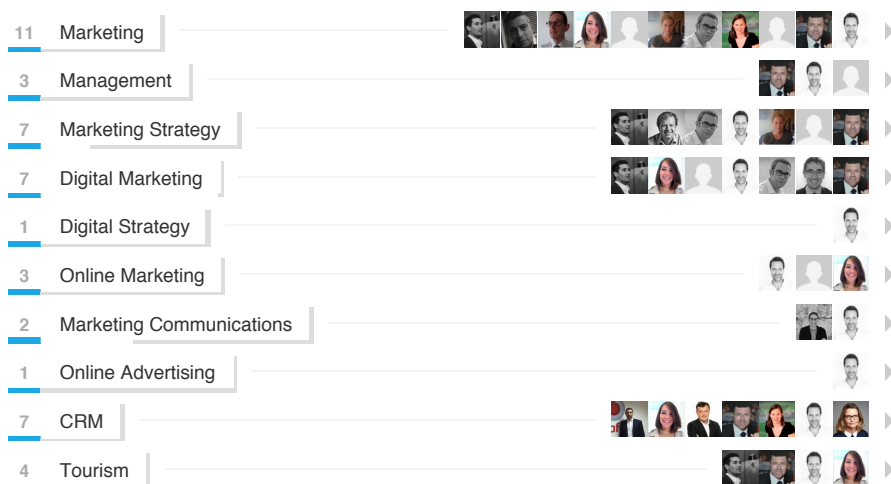
L'Oreal

September 2003 – January 2005 (1 year 5 months) | Paris Area, France

Monitoring of Employer image, contribution to projects (business games & communication campaign)

Skills

Top Skills



Mathilde also knows about...

English 1 French

Education

Victor Dumont

Directeur Offres, Marketing Intelligence et Trade Marketing chez Club Med

Aude Wartelle

Chef de Projet Digital- ebusiness chez Club Med

In Common with Mathilde




HEC Paris
Majeure Entrepreneurs
1999 – 2003

 Languages

French
Native or bilingual proficiency

English
Full professional proficiency

German
Elementary proficiency

 Honors & Awards

E-commerce Gold Award (Design Category)
E-commerce Magazine
October 2015