

SAMUEL CISCATO

CMO - GLOBAL RETAIL, BRAND & CRM DIGITAL & OMNICHANNEL STRATEGY

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SUMMARY

Chief Marketing Officer with **18 years** of experience in consumer and B2B2C environments, leading brand, retail and digital marketing across multiple markets in Europe and beyond. I design and deploy global marketing strategies that connect flagship channels (stores, retail partners, e-commerce) with CRM and campaigns to grow brand equity, traffic and client value.

Trained in **cognitive psychology**, I use behavioural science and data to shape memorable brand stories and client journeys, while aligning Marketing, Retail and Digital around shared objectives. I build psychologically safe, high-accountability teams and clear operating routines where creativity, local adaptation and performance sit together.

PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER, LYCA MOBILE GROUP, LYON - FEBRUARY 2023 TO AUGUST 2025

- Led **brand repositioning and omnichannel** growth in a highly competitive B2C subscription market with more than €150M revenue, rebuilding marketing, retail and e-commerce strategy around a "freedom" value proposition across three European markets.
- Built **multi-touch attribution** and CRM performance reporting to separate sourced and assisted revenue, connect brand, acquisition and loyalty KPIs, and reallocate multimillion-euro media and CRM budgets based on channel profitability and client lifetime value.
- Managed a **12-person cross-functional team** (brand, media, CRM, UX and UI, pricing, app and channels) and international agencies, setting up a **weekly test and learn cadence** on campaigns and journeys. Delivered **+32%** new customers, **-25%** cost per acquisition and **+6%** average order value, and created shared campaign playbooks that local teams could adapt by market.

HEAD OF BU DIGITAL TRANSFORMATION, ALFA LAVAL, LYON - APRIL 2021 TO FEBRUARY 2023

- Led the **digital transformation of a business unit** in energy transition markets, **driving IoT and AI initiatives** and developing e-business and digital services through simple, testable MVPs that improved UX, adoption and integration with existing commercial processes.
- Built a **shared funnel view** in Power BI with a MEDDIC-light qualification and used simple behavioural principles and tailored training paths to align Marketing, Sales and Product, support **behaviour change** and clarify ROI at BU and regional level.

HEAD OF E-COMMERCE, ANWR GARANT, PARIS - APRIL 2016 TO MARCH 2021

- **Owned the B2B2C marketplace and retail programmes** connecting 1,600 independent footwear and fashion stores with EU suppliers, in a context of heterogeneous digital maturity and fragmented branding.
- Designed and operated flows from brands to end clients via retail partners (assortment, pricing, order routing), **launched omnichannel governance** and a CRM framework to support stores, and coordinated SEO, SEA and multichannel campaigns to drive traffic and sell-out.
- Trained **more than 1,000 store staff** on CRM, client data and digital sales tools using low cognitive-load formats and peer learning, contributing to +23% revenue after the platform launch, stronger brand consistency across countries and higher engagement from the retail network.

E-MARKETING MANAGER, LABORATOIRES GROUPE PC S.A., PARIS - NOVEMBER 2011 TO MARCH 2016

- Created and managed a D2C site that generated €1.5M in 18 months in a regulated healthcare environment, coordinating IT, logistics and customer care to secure service levels.
- Increased B2B engagement by 65% through e-learning and digital programmes for healthcare professionals, positioning digital as a core channel in a complex regulatory context.

EDUCATION

MBA, Marketing and Advertising - INSEEC Paris, France – 2007.

Research Master (DEA), Cognitive Psychology – Université Haute Bretagne II, France – 2006.

Focus on attention, emotion, memorisation and language.

Design Thinking Certificate – Future Academy – 2021.

CORE COMPETENCIES

- **Strategy, brand and retail:** **Market and consumer analysis**, segmentation and targeting, brand and offer positioning, value proposition design, pricing and go-to-market plans across regions, with a focus on **execution in stores and retail networks**.
- **Growth, CRM and omnichannel:** Management of conversion funnels from awareness to loyalty, SEO, SEA, social ads, affiliation, CRM and marketing automation, development of D2C and marketplace journeys, and **traffic generation** across e-commerce, boutiques and retail partners.
- **MarTech, data and client value:** Management of websites, CRM and analytics tools, multi-touch attribution, **dashboards and forecasting** to steer CAC, conversion, retention and client lifetime value, use of Power BI and Google Analytics, integration of AI in analysis, targeting and personalisation, **compliance** by design in regulated and GDPR contexts.
- **Leadership and change:** Building engaged, high performing, multicultural teams, creating psychological safety, using cognitive and behavioural science to **structure feedback, coaching and experimentation**, and aligning Marketing, Retail, Digital and Product around shared indicators and clear priorities.

LANGUAGES

French and Luxembourgish – Native.

English – C1, full professional.

German – B2, professional working.

Italian – B1, limited working.

ADDITIONAL ENGAGEMENTS

MENTOR, DEMA1N.ORG

- Support young talents on CV, LinkedIn and career choices.
- Run workshops on digital marketing and AI tools to help them land internships and jobs.

ADVISOR, ATELIER SAPI

- Advise the founder on brand positioning and go to market strategy for a premium lighting and design brand.
- Help structure B2B pipeline and digital acquisition, contributing to first sales with architects and retailers.