

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 MEDDICC-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.

INTERACTIVE MARKETING MANAGER, AFM TÉLÉTHON, PARIS - SEPTEMBER 2008 TO SEPTEMBER 2011
MARKETING MANAGER, RX FRANCE, PARIS (FRANCE) - SEPTEMBER 2007 TO OCTOBER 2008

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, DEMAIN.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.