



OLIVIER DUPIN

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PROFILE

I work with brands and organizations on their digital strategies:

- How to build a relationship between user and brand across all channels of communication
- How to create value with IT technologies

I strive to balance a strategic vision of my actions with a practical approach (implementation process) and measurable results. Technology is a way among others to outperform or to do things differently.

My areas of expertise are:

- Digital marketing
- Customer Relationship
- E-commerce
- Business strategies
- Team building of experts and consultants

PROFESSIONAL EXPERIENCE

August 2015 - Current
Co-founder of **Agilisoft** (<http://agilisoft.tech>), User experience design and Software development company.

2012 - Current
Owner of **digital BRAND** (<http://digital-brand.eu/fr>), digital marketing agency.

- Design of consulting services in the field of digital marketing and ecommerce solutions
- Business development with large corporations and start-ups: direct contacts, tenders, business partnerships, networking ...
- Pre-sales:
 - Experts staffing
 - Business proposals and oral presentations
 - Budgeting and planning



- Public relations:
 - Speaker: Dauphine University (marketing master), various trade shows
 - Webinars (eg " [Digital marketing attribution: obtain more with less.](#)"
 - Writing of white papers, blog posts, interviews
- Day to day management:
 - Financial performance
 - Hiring consultants and external experts
 - Team building
- Achievements:
 - Acquisition of new clients and assignments in various industries:
 - Do it Yourself retail
 - Retail banking
 - Ecommerce startups
 - Local tourism
 - Flight company (caribbean area)
 - Pharmaceutical industry
 - Successful near-sourcing of technical tasks (ecommerce software developments) in central and eastern Europe

2004 - 2012

Practice Manager in a consulting firm specialized in internet, ecommerce, payment solutions, retail banking

GM Consultants & Associés (<10 employees)

- Consulting assignments for large corporations in the areas of retail banking, medias, ecommerce, B2C retail, telcos
- Quantitative / qualitative market research
- Data crunching, diagnostics, and recommendations, oral presentations
- Examples of assignments:
 - Opportunities to launch a new pure ecommerce player in the clothing retail business in Europe
 - Business potential of an educational video streaming service
 - Selling consumer credits on the web: risks / opportunities
 - Online Banking: service differentiation with the Kano model
 - Entering the ecommerce business in Russia: entry barriers, competitors landscape, opportunities
 - Drive-to-tore: impacts on new potential customers, competitive advantages versus traditional outlets
 - Change management, team building and project management:
 - Reorganizing the customer relationship
 - Redefining the ecommerce strategy to an omnichannel approach
 - Redesigning the customer experience and the value proposition of a booking platform for concerts, music shows and sporting events
- Business development: pre-sales process management and/or execution
- Human resources: mentoring, recruitment and evaluation of consultants
- Strategic intelligence
- Writing of white papers, speaker, seminars leader and instructor,

2000 - 2004

Online business general manager



Activision Blizzard - formerly Vivendi Universal Games - Paris

Responsible for strategic planning and operational management of various internal properties and licences marketed on the net: edutainment services, online communities, Multiplayer games, ecommerce websites. Design and monitoring of web marketing programs for videogames titles: SEO, PPC, display, affiliate networks, emailing, word of mouth marketing mix.

- Launched innovative online services for gamers, young teens and students
- Management and coordination of cross-functional teams including Network/IT, Marketing & Sales, Product Design, Product development and Customer Care
- Initiated an upgrade of the Internet strategy including a B2B/B2C mix which resulted in increasing annual sales by 20%.
- Initiated communication strategies based on “word of mouth” and communities segmentation which significantly improved the marketing plan ROI

1999 - 2000

Web and e-commerce project manager

SFR Vodafone - Paris

Responsible for the recast of the sfr.fr web portal to a larger platform including mobile access, customer care, data services for the mobile phone (ringtones, games, music clips ...), ecommerce features (prepaid phone cards) ...

- Directed various cross-functional projects with products and market managers, market research, IT, providers and partners
- Organized and prioritized the numerous internal requests concerning the web channel: brand communication, direct sales and customer care
- Managed the web marketing plan to consolidate the brand leadership on the internet

1996 à 1998

ebusiness consultant

Coplanet/Fi system, IT Engineering Company - Paris

- Prepared and performed the presales process, including budget, planning, functional, technical and creative proposals
- Managed and planned the development & execution of various complex internet projects for major companies in retail banking, financial services, pharmaceutical industry, medias ...
- Involved in consulting assignments concerning the ebusiness transformation of major companies: process, business models, organizational changes
- Animated and designed training seminars

1988-1995

Strategic planner, Senior copywriter

McCann-Erickson, advertising agency, Switzerland

Understanding of the consumer behavior and motivations from quali/quantitative marketing surveys.

Brand positioning from the consumer point of view.

Design of creative strategies, communication concepts and creative briefs.

Writing of advertising messages (baselines, claims, TV and radio commercials).



- Designed advertising campaigns for Nestlé, Sir Thomas Lipton, United Parcel Service, Opel, La Suisse newspaper, Ascom telecoms ...,
- Contributed to develop the creative image of the agency on the Swiss market (various distinctions and advertising awards)

PROFESSIONAL AND PERSONAL DEVELOPMENT

2013

Toastmasters certificate

Speech contest winner, category "improvising a speech"

2013

Rain Group online training

- How to Win the Complex Sale
- How to Achieve High Performance in Strategic Account Management
- Become a Source of Insight for Buyers

2012

Magento ecommerce platform:

"Solution specialist" certification (business analyst)

2012

Digital Marketing: [OMPC](#) certification (Online marketing certified professional)

Domains: web analytics, conversion optimization, Pay per click advertising, social media marketing, mobile marketing

EDUCATION & TRAINING

2006

Executive MBA Université Paris Dauphine

General management, EQUIS accredited. Joint-venture Paris Dauphine university and UQAM (Montreal)

1996

Engineer degree in Multimedia Technologies

ParisTech telecoms, formerly Ecole nationale supérieure des télécommunications



Marketing and communication master

Université Paris Sorbonne, Institut d'administration des entreprises. 1986

PRACTICED METHODOLOGIES AND IT TOOLS

- **Project management and IT architecture :**
 - Scrum mastering
 - Critical Path Method
 - Prince2
 - Togaf 9

- **Marketing and business strategy**
 - Quantitative/qualitative marketing research: research design, outsourcing of operations
 - Business strategies: practice of a mix of various models and approaches (Porter, PEST, McKinsey, Ocean, etc.)

- **Brand positioning and marketing planning**
 - Positioning statement, perceptual mapping, brand personality, business strategy by product and market segment
 - Marketing plan and dashboards design

- **Customer experience design, wireframing, requirements design**
 - [CEM methodology](#) (Customer experience management)
 - Complex service delivery design and optimization from [Jean Harvey](#)

- **Practiced IT tools**
 - Magento ecommerce platform ("Solution specialist" certification)
 - Marketing digital tools :
 - Emailing: Listrack, Mailchimp, Exact target
 - Web analytics: Google analytics (advanced practitioner), AT internet
 - RTB desk office (real time ads buying): Spree7
 - SEO: Screaming frog, Google webmaster tools, Moz
 - Sponsored links: Google Adwords
 - Digital marketing mix optimization: Mazeberry
 - Community management: Meltwater, EngageSciences, Hootsuite
 - CMS: Wordpress, Joomla
 - CRM : SugarCRM
 - Relational databases: MySQL and SQL language
 - Basic knowledge :



- Objects oriented programming
- PHP, Java, javascript, Html5

LANGUAGES

- English: advanced level, everyday language (speaking, reading, writing)
- Italian: intermediate (speaking, reading, writing)
- Russian: intermediate (speaking, reading, writing)

PUBLICATIONS AND LECTURES

- Auteur of the book about ecommerce « [JeMeLance.net. Comment créer et développer son commerce sur internet](#) » (Dunod publisher, 2008)
- Speaker:
 - Master of international business development (Dauphine university in Paris)
 - CFPJ (training of professional journalists)
 - Various trade shows
- Contributions to educational books:
 - Le marketing one-to-one, éditions loisirs et pédagogie, Lausanne
 - Mettre en place une stratégie multicanal, www.abc-netmarketing.com
 - Mercatique et relation commerciale, Foucher
 - Développement de l'unité commerciale, Nathan
- Blogger:
 - <http://digitalbrand.fr/blog-marketing-digital-ereputation-strategies-digitales/>

HOBBIES, MARITAL STATUS

- Sports: french boxing, cycling
- Electric guitar
- Travels in Central Asia and Russia
- Married, one child.

