



Pascale BOCHER

PROFILE

As a marketing director focused on objectives and results, I'm passionate about Brands and Customer experience.

I bring over 20 years' experience to build brand vision and develop efficient strategic marketing plans and omni-channel campaigns that generate sustainable growth for brands and businesses.

As a leader with strategic and operational profile, both creative and data-oriented, I enjoy collaborating, taking action and influencing the success of companies, their customers and their employees.

SKILLS

- Marketing Strategy & Branding
- Innovation & Portfolio Management
- Brand activation / Project Management
- International & Global Marketing
- Media & Communication 360°
- Digital, E-commerce, CRM
- Marketing Intelligence, Data, AI
- Customer Experience BtoC & BtoB
- P&L management, Revenue management
- Leadership & Team Management

TRAININGS

ESSEC - Executive Program
Digital Transformation Leadership (2019)

NEOMA Business School
Marketing International / Semester in Sweden

Language : Fluent English (French native)

Others : PackOffice, Google ads, AI, CMS, CRM, Salesforce, Hubspot, Social ads

HOBBIES

- Running, Fitness
- Danse – Ballets
- Golf

CONTACT

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- ✦ Aix-Marseille area
- ✦ France (Hybrid collaboration)

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COMMUNICATION & MARKETING DIRECTOR

PB CONSULTING – Company Founder (Freelance)

Today **Brand Strategy / Marketing / E-commerce**

- Brand strategy : Platform, Design, Content & Story telling
- Portfolio Management & Innovation Lab (Innovation process acceleration and management)
- Omni-channel Communication & e-commerce (new communication & business model)
- International development (Brand & Business)
- Corporate Brand Management

LABORATOIRES BIOCODEX – IPRAD

2019-2023 **Global Marketing Director – Women Health**

Brands : Saforelle, Mucogyne, Gestarelle, Physioflor, Thalamag, Chronodorm
Member of Women Health Management Committee

- Global « women health » business unit strategy : Brand vision, Brand identity, Business development
- Innovation strategy & Portfolio management (cosmetic, food supplement, medical device)
- « Go to market » & customer experience (consumer, patient, physician, pharmacist, KOL), 360° marketing and communication campaigns
- BtoB and training
- International development (Europe, China, USA)
- Digital strategy & E-commerce (media, social media/influence, search, lead generation)
- Business Unit P&L Management

Results : New Brand vision, International expansion, E-Comx3, Turnover +12% · Management : 20 people

THE CONTILLERY Start-Up - IA platform for engaging visual content

2019 **External Consultant – Marketing & Digital**

- Brand strategy : communication platform, business canvas, insights, brand content
- Targeting & segmentation, « beauty corpus » definition
- Acceleration of user adoption: SEM, linkedin ads, customer experience BtoBtoC

ESSITY

2014-2018 **Marketing Director – Digital & Media**

Brands : Nana, Tena, Demak'Up, Lotus, Okay - Member of Consumer Goods Management Committee
Essity
SCA

- Marketing Strategy: «Brand content», « Brand equity », « Brand tracking »
- 360° Communication & Media : audience & media planning, media buying, agencies management
- Digital transformation & Customer experience: media strategy, e-influence, e-commerce
- CRM, Data management & Intelligence marketing

Results : ROI +11pts, New Data modeling and Brand segmentation (ROAS) · Management : 10 people

2011-2014 **Communication & Media Manager**

SCA
Brands : Nana, Tena – Europe du Sud

- Communication & 360° Media strategy
- Digital Marketing & Customer experience : media, video & mobile, SEA/SEO, social media, e-com.
- CRM : lead generation, loyalty, data management, marketing intelligence

Results : ROI +6pts, Loyalty +30% (life time value) · Management : 6 people

PIERRE FABRE DERMO-COSMETIQUES

2009-2011 **Global Marketing Director**

Brands : Elancyl, Galénic

- International marketing strategy (Vision, Brand platform, « Go to market », Product innovation)
- Global marketing plan, Business development (France & International)
- Omnichannel Communication
- P&L management

Results : Turnover +10%, New digital strategy · Management : 5 people

2006-2009 **Global Marketing Manager**

Brands : Elancyl, Galénic

- International marketing strategy
- Product Innovation
- Marketing & Communication plan

Results : Turnover +6%. New Innovation Care Strategy · Management : 4 people

BEIERSDORF

2000-2005 **Marketing & Communication Manager Nivea**

- Brand Development : Brand Platform, Communication, Media 360°
- Digital Marketing : 1^{er} website Nivea, CRM I (database 1,5Mio)
- International product development, Brand segmentation & design
- Trade negotiation (« sales area manager » during 1 year)

Results : Turnover +30%, Loyalty +20% · Management : 4 people