



Chief Marketing & Digital Officer

DIGITAL STRATEGIC TRANSFORMATION

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Strategic Marketing & Digital Transformation Leader with 15+ years of experience driving growth, innovation, and brand repositioning across European markets. Proven track record in launching new business models, leading large-scale rebranding, and embedding sustainability (ESG) into corporate strategy. Recognized for customer-centric vision, data-driven approach, and strong leadership in multicultural environments.

Core Competencies

Digital Transformation | Growth Marketing | Customer Experience | CRM & Loyalty Programs | Change Management | Stakeholder Engagement | Brand Positioning | ESG & Sustainability | Leadership & Team Development

Selected Experience

Chief Marketing & Communication Officer – Groupe majorian (2022–current)



- Led brand architecture optimization, digital marketing transformation, and rebranding of Teritoria (400+ hotels & restaurants, chaired by Alain Ducasse).
- Implemented HubSpot CRM, loyalty program, and e-commerce gifting offer (B2B & B2C).
- Built and coached a 14-person marketing team, integrating AI and data-driven strategies.

Chief of Innovation – Groupe Grandir (2022)

- Designed and launched new business models in EdTech, MedTech, HRTech, and FemTech.
- Developed a service & product platform for early childhood care (13,000 employees, €700M revenue).



Marketing, Communication & Digital Director – Groupe Grandir (2020–2022)

- Tripled website traffic and increased brand awareness (+2 pts in 2 years) (B2B & B2C).
- Launched 3 new B2C services and led CRM campaigns with 38% open rate.
- Managed France-wide communications, achieving #1 media visibility.

Marketing, Digital & Communication Director – VYV Care Group (€9B, 10M members)(2017–2020)

- Contributed to the creation of the long-term care & end-of-life business unit within VYV Care
- Built a new brand and developed innovative retail concept store.
- Designed and launched a life insurance & end-of-life services offer.
- Initiated and led viral national campaign 'La mort si on en parlait'.



Marketing & Communication Manager – Chantelle Group (Darjeeling, 2013–2017)

- Repositioned Darjeeling from retail network to aspirational brand.
- Increased e-commerce traffic & conversion by +15% with omnichannel strategy.
- Launched swimwear and hosiery product lines; rejuvenated CRM database (+10% recruitment).



Brand Director France – Chantelle Group (Passionata, 2010–2013)

- Directed brand strategy across selective circuits, department stores, and e-commerce.
- Strengthened brand visibility and developed partnerships with major retailers.

Education

Master's degree in strategic & Operational Marketing – [Sorbonne University](#)

Certifications: Digital Strategy- [HEC](#), Innovation Leadership, Scrum DPO, AI & Prompt Engineering