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DIGITAL MARKETING / INTERNATIONAL BUSINESS DEVELOPMENT

Dynamic and driven business developer and digital marketer with over 20 years of experience successfully establishing and leading international growth in highly challenging markets. An Insead MBA and an Engineer experienced in crafting and executing creative go-to-market strategies. Strategic entrepreneurial thinker and leader with excellent communication and negotiation skills at all levels.

SELECTED ACHIEVEMENTS

- Created the UK subsidiary of a French cosmetics brand and made it profitable within 13 months.
- Founded, launched and sold the first French digital gambling business against a state monopoly.
- Directed European growth for a UK agency whose value rocketed from £10k to £48m in 2 years.

EXPERIENCE

Marketing & Business Development Consultant

Digital consultancy (UK, FR)

101% digital

2007-2008, 2012, 2014-Present

Creating and executing international growth and digital B2B and B2C strategies via omnichannel prospecting, content marketing, social media marketing, SEO, PPC, website and e-commerce localised development.

- Directed UK Development for 2 French digital agencies (SaaS motivation s/w, Open source digital design).
- Launched the European distribution of a US fitness leader with a "click and mortar" revenue share model.
- Complemented a party-planning UK fashion business with a multi-lingual online e-commerce platform.

Strategy Director

UK customer experience consultancy

InsightNow Ltd

2013

- Spearheaded the transition from legacy products to social media-driven SaaS architectures.
- Integrated cloud-based technologies aimed at upgrading the company's customer engagement products.

Founder & Managing Director

Created the UK subsidiary of a French beauty & well-being brand

Les Fleurs de Bach UK

2009-2011

Created the UK subsidiary of a French business; defined & executed a low-cost entry strategy for the brand.

- Prospected, trained and managed 2 distributors covering all market segments, logistics and support.
- Prospected and won key accounts such as Boots, Fortnum & Mason, asos.com
- Created the company's eCommerce store and promoted it through Social media.
- Managed Marketing communications (PR, Social media, Trade-shows) and established the brand in the UK, generating over 100 articles and winning the 2010 Organic Launch Award with limited resources.
- Designed and produced all Marketing material (trade & consumer) and organized 4 major Trade-shows.
- Achieved breakeven point after only 13 months, with sales of £90k, growing 200% year-on-year.

Co-Founder & President

Created the first triple-play digital gambling business in France

CashTV

2003-2006

Founded Cash TV, the first interactive TV gambling channel in France, against the French state monopoly:

- Designed CashTV, "a casual gambling channel" with slot-machines, scratch games and lotteries on iTV.
 - Secured exclusive distribution rights for CashTV on CanalSatellite, the N°1 French interactive TV operator.
 - Directed 3 successful rounds of funding (€2m) (business plans, road shows, legal, etc.) with BAs and VCs.
 - Created **www.cashTV.com** (online content as well as communication, marketing and payment methods).
 - Negotiated strategic partnerships (mobile, online) to create the first triple-play gambling business in France.
- After a successful launch on all digital platforms, we sold CashTV to the N° 1 casino group in Europe in 2006.

Sales Manager / Managing Director Europe

Transformed a UK interactive TV and visual design agency

PlayJam / Static2358 Ltd

1999-2001

Tasked to increase the company's value by leveraging its core competences with new business models and IP:

- Directed Static resources to create 4 iTV "casual games" which became PlayJam the games channel.
 - Analysed, prospected the European market and created an innovative "revenue-sharing" business model.
 - Leveraged this business model to negotiate and win distribution rights for PlayJam in the UK and in France.
 - Recruited, trained and managed the Games Development and the Marketing & Sales Teams (10 staff).
 - Created Static's French subsidiary (15 staff) to distribute and monetize PlayJam, on CanalSatellite and TPS.
- The company grew from 9 to 150 employees in 2½ years, leading to a private sale for £48m in 2001.

Sales Manager Southern Europe

Created the Southern Europe distribution for a US software group

ForeFront Group

1997

Launched the distribution in France, Spain and Italy for this US Internet utility software company.

- Recruited and trained 3 distributors and agents, achieved OEM deals with Magazines and PC bundles.
 - Managed communications (advertising, PR, trade-shows, etc.) and product localization in 3 countries.
- Achieved 147% of sales objectives. Established distribution in all 3 countries within 3 months.

Product Manager Europe (Software)

Created all European PC ranges for the consumer PC leader

Packard Bell Nec Europe

1995-1997

Designed Packard Bell Europe PC Ranges 1995 & 1996 (localized OEM software bundle, User interface, OS).

- Increased the "software bundle" from 6 to 35 titles worth \$2.000, for the same unit cost of \$20.
- Tested & selected software, negotiated license contracts, liaised with Engineering and Production.
- Created Packard Bell Europe's first Internet PC range in 1996 (content, user experience, ISPs).

Channel Sales Manager

Developed distribution and sales for the PC market leader

Compaq France

1988-1993

Managed and trained a nationwide distribution channel of distributors, resellers and VARs (120+ salespersons).

- Created and managed co-marketing operations to develop channel sales, with an annual budget of \$1.2m
- Increased sales from 18 MFF (in 1989) to 189 MFF (in 1993) and earned 5 Sales Awards in 5 years.

Project Manager, Systems Representative

Worldwide leader, IT industry

IBM France

1983-1988

Confirmed Systems Representative – Bank Agency, PC-to-Mainframes 1987-1988

Project Manager, Translation Centre – Localization of new PC products 1983-1986

EDUCATION

Master of Business Administration (MBA)

Fontainebleau, France

INSEAD

1994

Engineering Degree

Nancy, France

ESSTIN

1978-1983

LANGUAGES & SKILLS

English: fluent



French: mother tongue



Spanish: conversational



CORE COMPETENCES AND SKILLS

Market Analysis

Go-To Market Strategy

Prospection & Sales

Fundraising

Digital Marketing

Content Marketing

Social Media Marketing

Monetization

PPC Campaign Management

PR & Communications

P&L and Business Planning

B2B and B2C

International Growth

Channel Management

Team Building & Management

Localization

Lead Generation

Website Design

eCommerce Design, Management & Promotion

Google Analytics

LinkedIn Sales Navigator

AdWords

Shopify

INTERESTS

Learning something new every day. All things digital. Strategy and simulation games.

House Music DJ (produced Best of House Music, No1 house music podcast worldwide in 2012).