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Geneviève Gilgenmann

Senior Marketing Lead, High tech B2B & B2B2C, international contexts

For more details, check my online resume : www.genevieve-gilgenmann.com

SKILLS

International Marketing in high tech environments: consumer electronics, telecommunications, software, cybersecurity

- Branding/ brand management
- Product line management
- Sales support
- Market research
- Lead management
- Channel Marketing
- External & internal communication
- Marketing plans coordination

Project Management

- Multicultural and multidisciplinary teams (up to 15 members)
- Agile Methodology

Job creation

- Restructuring
- Change management

Trilingual

- French, English, German

EDUCATION

Business School

Kedge Business School • September 1981 to September 1984

Marketing in international contexts

EXPERIENCE

Senior Marketing Consultant, B2B / B2B2C, international contexts

akuit, Product Managers Consulting • Since January 2011

- Scientipôle Expert since 2013
- Help start-ups accelerate their development:
  -Analyze opportunities,
  -Clarify offers' segmentation & positioning,
  -Set up marketing plans,
  -Elaborate sales support tools, launch kits,
  -Improve processes,...

Director Marketing & Communication

Stormshield (100% Airbus Defence & Space subsidiary) • Issy Les Moulineaux (France) • February 2014 to July 2016

- Branding & Awareness (new company name, 3rd of July 2014)
- Lead management (function creation)
- Channel management (function creation)
- Sales support
- Internal communication (function creation)
- company values definition

Director Marketing Development & Communication

Hubwoo • Paris (France) • October 2007 to January 2010

- Responsibilities:
  -Improve corporate image and awareness (customers & investors)
  -Contribute to recent acquisitions' integration
  -Contribute to overall company strategy (business model)
  -Increase pre-sales' efficiency
  -Manage financial communication and investor relations
- Main achievements:
  -Department restructuring (locations in France, Germany and US)
  -Capital increase with subscription rate of 145%
  -New visual corporate identity
  -New website and company intranet with collaboration tools

European Programmes Director

Thomson Telecom • Boulogne Billancourt (France) • January 2006 to September 2007

- Responsibilities:
  -Member of the division's executive committee
  -Manage European product programs: € 38 million revenue
  -Contribute to product and suppliers' management strategies
  -Manage multi-location teams (US, China, Europe)
- Main Achievements:
  -Time to market reduced by up to 30%
  -Air freight budget decrease by 7%

Marketing Director, Europe

Thomson Telecom • Boulogne Billancourt (France) • June 2003 to December 2005

- Accountabilities :
  - Marketing Strategy (including products) & brand management (Alcatel /Thomson /Saba brands),
  - Define and execute local marketing plans,
  - Participate to major professional events and fairs (Cebit Hannover, IFA Berlin,)
- Main Achievements :
  -New visual identity for Alcatel's brand name
  -Merchandising award in 2006 : Mètre de Bronze IFM (profitability improvement : increase of average selling price and sales volumes)
  -4% market share increase from 14 to 18%

Internet Product Line Director

Atlinks (Alcatel/Thomson) • Poissy (France) • January 2000 to 2003

- - Product Strategy (Europe & USA)
  - Terminals' functional definition & software releases
  - Price and distribution policy
  - Launch of the « Web Touch » range, in Europe, June 2000
  - Business Development initiative: towards new customers' wins as well as product portfolio enlargement.

Market research & Consumer tools Manager

Alcatel • Poissy (France) • November 1996 to December 1999

Market research Manager

Thomson Consumer Electronics • Colombes (France) • January 1993 to October 1996