



Jérôme CHIRON

Chief commercial & digital Marketing officer

*A creative and innovative vision allowing to develop a winning strategy.
My leadership combined with my skills help me to unite the teams.*

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Born on 1981-08-07
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> **Marketing & commercial development**
B2C & B2B

> **E-marketing B2C expert**
Digitalisation of business model

> **Branding development**
Marketing strategies deployment

Marketing strategies

- > **Marketing strategies & deployment**
 - Market strategies : product/brand confidence building
 - Product exposure : referencing, social network
 - Web marketing : Push marketing by micro-blogging
- > **Brand positioning**
 - Brand strategies : special target customers
 - Philosophy : Company personification
 - Different development ranges for B2B & B2C
- > **Communication plan**
 - External communication platform «buzzer»
 - Communication to the specialized press
 - Internal communication brand philosophy

Commercial Development

- > **Business strategies**
 - Market analysis and product adaptation, ranges
 - Setting up Offline/Online sales networks
 - Customer loyalty: follow-up plan before/after sales
- > **Customer Acquisition Strategies**
 - Web marketing : e-commerce, marketplace, CPA
 - Export products to high potential markets
 - Sales plan for B2B + B2C
- > **Operational management**
 - Leadership with team management
 - Monitoring of distribution chain teams
 - Analytical sense of forecasts and results

Project manager

- > **Branding**
 - Transactional: product confidence building
 - Corporate philosophy: promoting brand awareness
 - Aspirational: associating with the brand: ethics
- > **New market exploration**
 - Monitoring potential markets and marketing
 - Standardization of markets, certifications, accreditations
 - Management export sales branch
- > **Entrepreneurship**
 - Management of the administrative aspect: France + China
 - Management of allocated budgets
 - Business/Enterprise Tracking and Optimization

Professional career

● Chief marketing & commercial officer Since 2015-07

AparTea : www.apartea.fr - Strasbourg, France ; Target : CSP+ Ladies, 25-45
Teas blending. Importation and blending, packing in France, Alsace
=> Sales : +98% on 36 months- B2C online : 47% - B2B : 53% offline

- > **Marketing and sales strategy B2C deployment**
 - Brand strategy : Made In France, healthy & fashion, wellness behaviors
 - Web marketing : creation and steering e-commerce, marketplaces, SEM, SEO, SEA
 - Communication plan : dissemination to micro-blogging and specialized press
 - Leads acquisition : webmarketing, CRM, OUT and inbound campaigns.
- > **BSB2C Commercial strategies and development**
 - Creation of sales agents and VDI networks in France, B2B trade shows, prospecting
 - Penetration of international markets by e-commerce: Visibility on China + HK
 - Explore new sales channels: B2C2C with sports coaches, Yoga, fitness centers

● Branding manager 2015/12 - 2017/03

Banggood ltd : www.banggood.com - Guangzhou, China - Ladies, 16-35
Online sales. Brand development of intimate Massagers Made in China SISTALK
=> Group : +US\$ 500M - Brands sales : US\$ 17M : 12 months: +232%. 13 pers.

- > **Development of marketing policy**
 - Market research for expanding sales on USA , CA, DE markets
 - Product improvement: packing and colour products. Improvement of the APP
 - Use reputation of China for development in targeted markets
 - Web marketing : creation and steering e-commerce, marketplaces B2B, CPA
- > **Communication plan**
 - Management with the specialized press US + UK. Women's company (65% women)
 - The launch of competition with online press 16-24 years
 - Improved customer experience and service quality

● Export Commercial Director 2008/03 - 2015/06

Nengli Clean Energy Industry ltd : www.nengli-earth.com - Guangzhou, China
Photovoltaic module manufacturer. Exportation target: Western Europe
=> Group: US \$52M/year - Export: US\$ 9M/year, 120 pers: prod + admin

- > **Development of export sales strategy**
 - Market research for commercial development & setup sales targets
 - Development of prospecting tools: sales team, trade shows
 - Sales Team Training: Products, prospecting procedures
- > **Management of sales export**
 - Sales team management: 6 country managers (FR, DE, IT, CN, ES)
 - Key account management: +€1M/year (Cegelec, Watt&homme, Tenesol,...)
 - Operational management: prospecting - orders - delivery - customer feedback
- > **Steering & management of NENGLI France branch**
 - Financial and administrative management of the Franch office
 - Bidding process of public markets in France and Belgium
 - Dealers network development in France

● Category manager motors 2006/06 - 2008/08

China New Product Factory ltd : www.cnpf.asia - Guangzhou, China
Purchasing office for VIMA stores & CEPAM : importer/distributor in France
=> Group : US\$ 18M - motors: US\$ 3M : 24 months: +148%. 3 pers.

- > **Market analysis and product range positioning**
 - Analysis of competition France + market evolution and customer requests
 - Determination of product range and specification of product
 - Start-up of sample products for testing and sales prospecting
- > **Development of the business plan**
 - Definition of annual objectives with management of a sales and production team
 - Exhibition organisation (Mondial du 2 roues & private exhibitions)
 - Prospecting of French retailers to ensure service and sales

● Regional director & product manager 2004/09 - 2006/05

VIMA : www.vima.fr - Strasbourg, France : Target : CSP W+M 30-55 y.o.
42 stores discount bazaar with car spare parts (tires & accessories)
=> Group : 59 M€/year - 452 persons - 42 business units in France

- > **Regional commercial animation management of 7 stores** (19 M€/year - 53 people)
 - Dissemination of information: Sales plan, new products, season, administrative
- > **Operational monitoring and management of store managers**
 - Visits with action plan on the areas of progress: 20-80, sales plan
- > **Car spare parts product manager**
 - Determination of Self-serve product + tires midrange prices
 - Sales follow-up of BUs with sales training courses

● Department manager 2002/08 - 2004/09 Norauto Strasbourg

● Shift manager 2000/09 - 2002/05 Mcdonald's Strasbourg Meinau

Volunteer actions

Help for disabled - Strasbourg - 2000
- Weekly trips with small group of paraplegics

Yuexiu Red cross - Guangzhou - 2009/2011
- Weekly homeless soup kitchen
- Food collect to restaurants

Haizhu Kids Football club - Guangzhou - 2012/2014
- Football classes for kids 5 to 8 years old

Hobbies

+ Contemporary literature
+ Positivist & idealist philosophy
+ Social sciences
+ Music
+ Meditation & buddist art

+ Healthy lifestyle, wellness
+ Sports : fitness & football
+ New technologies
+ Gastronomy
+ Atypical escapes

Education

Master marketing strategies & commercial development
2020
INSEEC MSc & MBA Paris

BTS Business action & managment
2002/2004
École AMGE Strasbourg

Languages

English: bilingual
German: A2 level in process
Chinese : basic

Skills

Office 365, Abode CS, LogicPro, Xmind
Prestashop, AMZ FBA, Wix, Wordpress, sendingblue
Google Analytics, Adwords, Insights, Mybusiness
Hotjar, SEMrush, Pipedrive, Hubspot