



FREDERIC MARTIN

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Open to address new challenges in Europe

Marketing and Digital Management, Strategic Development

International experience in developing, leading, transforming, and advising businesses.

Management experience including P&L and international team lead, developing and transforming B2C, B2C and online business lines in Europe + USA. Responsible for up to 460M€ revenues, 10M€ budget, 20 direct reports.

Track record with corporations, SME, and new ventures (Samsung, Sony, 1&1 Internet, Bridgestone digital, software editor, startups...) and a solid educational background (ESCP Europe MBA, continuous learning with MIT & Columbia).

Strong in visioning new directions and articulating into actionable plans, with strategic and creative design thinking, lots of hands-on experience, a large scope of in-depth practices and models.

Driving complex projects on waterfall and agile bases, track record in delivering accelerations and new offerings. Leading and coaching with **collaborative entrepreneurial style**, inspiring around projects with augmented visions.

Mastering a large portfolio of digital platforms and tools for enhanced collaboration and business operations.

Ability to adapt quickly, lived in four countries and worked in a diversity of industries and cultural contexts. Professional proficiency in English, French or German.



EXPERIENCE | International Executive and Consultant

**Business Consultant
and Interim Executive**

Internove, Brussels (my management co.)
Marketing, Digital, Strategic Development

since 2012

Founded Internove as my management company in Brussels to address a portfolio of challenging projects across Europe and to get closer to my son. My main activity has been interim management with Bridgestone Digital, Agfa HealthCare and SMEs. I've also mentored startups and spoken at public events.

Further, my consultancy has been a unique platform to keep building hands-on practices in marketing and digital areas, experimenting a lot: developed own branding, websites, channels, campaigns, automations, from scratch into all details. I've also developed deep relationships with a large ecosystem of tech providers, business hubs and startups in Europe.

**International Executive
Marketing & Development**

Corporations/SMEs, Western Europe
IT, Ecommerce, Consumer Electronics

1995-2011

In a first part of my career I've worked on optimising the commercialisation and bottom line of product portfolios, on accelerating businesses in retail and digital channels for mid-sized to large businesses like Samsung or 1&1 Internet, and I've managed multicultural teams consisting of Europeans, Americans and Asians.

With creativity, strong analytical approaches translating into very detailed actionable plans, social skills in multicultural contexts, and strategic thinking, I was instrumental in building great success stories like with Samsung or Thomson.



FRENCH native **ENGLISH GERMAN** proficient **DUTCH** starter

Grew up in France and worked 6 years there, 10 years in five German cities, 8 years in Belgium and 1 year in the UK. I'm experienced in managing European, American and Asian executives (FR/UK/DE/BE/NL/ES/PL/FL/US/KOR/JPN).



EDUCATION | Management, Marketing, Digital, Innovation

Executive	MIT, Columbia Business School, etc Marketing, Digital, Innovation, Leadership	2001-today
MIT	Leading organisations and change	2019
Columbia	Digital strategies for business, leading the next gen. enterprise	2018
MIT	Digital Transformation, Platform Business Models	2017
MIT	Design Thinking for Innovation of Products & Services	2016
Various	Digital Marketing and Tools	2005-today
St Gallen	Leadership Program	2004
Sony	Six Sigma Black Belt	2003
Thomson	Sales Pitch and Negotiation	2001
MBA	ESCP Paris School of Management General Management, Marketing and Finance focus 5-month practice PWC Paris + Shell Technology Program, London	1992-94
B/Sc.	Institute of Technology, Angers Electronics and Computer Science 6-month European programme in the UK	1986-88



DIGITAL | Mastering a large portfolio of business applications

Analytics/BI: Tableau, G. Analytics, Firebase, etc | Developed complex dashboards with millions of data at Colruyt retail
Project management: Trello, Jira, Confluence | Driving complex projects on agile bases e.g. Bridgestone, Agfa, Ordiges
CRM automation: Salesforce, Zoho, Freshdesk... | Installing at customers and using for own Internove Europe business
Campaigns and social media: Hootsuite, Mailchimp, Salesforce, automation, testing | Implementing at many companies
Web design: WordPress etc | Have designed many websites e.g. Ordiges and driven ecommerce at large scale see 1&1
Knowledge management: Learning Management Systems including TalentLMS and other knowledge management tools
Collaborative visual design: Realtimeboard, Nureva | Facilitating creative design and innovation with visual frameworks
Many other tools including Microsoft, Google, Oracle, Salesforce



IT B2B Marketing & Digital Development, EU/US Markets

Consultant+Interim Marketing Director

Internove Europe, Brussels Go2Market & Digital Development

2012-today

Main missions:

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|--------------------------------|--|---------|
| 1. Bridgestone Digital EMEA | Development of a Corporate Venture + Digital Marketing Factory | 2018-18 |
| 2. Agfa HealthCare IT Services | Ad-Interim Marketing Director, Strategy & Go-to-Market Plans | 2016-17 |
| 3. Ordiges Purchase Software | Ad Interim Marketing Director | 2013-15 |
| 4. SMEs and Digital Start-ups | Coach and Consultant in Digital Marketing | 2012-13 |

1: Developed on agile bases a corporate venture www.fleetpulse.app targeting commercial fleet managers and drivers. In twelve months from proof of concept (POC) into minimal viable proposition (MVP) into scaling via phy-gital channels. Built with a small team the web/mobile/IoT app, dedicated website+helpdesk, marketing collaterals and first campaigns. Co-designed a digital marketing factory concept to serve multiple digital ventures. Helped the organisation adapt from traditional service-centric to digital mobility business model.

2: Audited and recommended all that is needed to scale the new Agfa Managed Services division, go-to-market plans; produced a strategic plan with organisational setup, skills, marketing infrastructure and planning aspects. Acted as marketing director working on brand identity and statements, digital channels, marketing collaterals, campaigns. Helped package service lines into strong value propositions, with design thinking and facilitating workshops in EU/USA. Developed frameworks to help engineers elaborate their propositions and communications in the market perspective.

3: Developed their brand impact and lead generation in Benelux + France, with a focus on corporations and public sector. Upgraded and developed from scratch four websites, coordinated web teams based in Tunisia and Belgium. Implemented innovative digital practices including webinars, cross-channel campaigns, inbound marketing factory. Put into place processes, a marketing team and organised relationships with marketing partners in France and Belgium.

International Marketing Head and GM France

1&1 Internet AG (HQ), Karlsruhe Web Hosting and Services (Telco Model)

2010-11

Led a remote team of 10 marketers (US, UK, FR, ES, PL) and 8-head FR team + matrix management across departments: product management, website deployments, digital campaigns, retention management, PR/social media, analytics.

Coordinated with my international team ongoing website adjustments and test campaigns to grow the customer base and raise the customer life value via six high traffic e-commerce websites (US, CA, UK, FR, ES, PL).

Restructured the team, recruited and coached, expanded the business into new markets including Poland and Canada, website builder business line and ecommerce tools.

Reviewed complex analytic cases from my team for bi-weekly submission to the board: cohort analyses, campaign acquisition and retention, fails and wins, multivariate testing scenarios, website user behaviours...

Global Business Development Head

EVS Broadcast (HQ), Liège IT Solutions for Live Sport Video Production

2008-09

Reporting to the CEO I facilitated the global EU/US business by following new markets (mobile TV, IPTV, VoD, TV studios), producing strategic papers and recommendations, meeting with tech companies to assess collaborations, and attending conferences to keep current with latest developments in digital media areas.

EVS is a world leader in IT solutions for live video production with an innovative HW/SW portfolio and worldwide presence.



Electronics B2C Head of Business Lines, F/D/B Markets

Head of TV Business

Samsung Germany, Frankfurt
Consumer Electronics

2005-2008

Responsible for the TV business I focused on the marketing & sales, business planning and all marketing /PR activities, managing the Full P&L and an annual marketing and sales budget that went up into an annual 10-20M€ range.

I recruited a product marketing team and we drove a historical business growth with a turnover that went up 460 M€ in 2007, from 350 M€ in 2006 and 170 M€ in 2005.

In just three years we established a Nr1 brand position with 21% value market share, from a weak Nr5 / 8% market share. We established best cases in business drive & marketing, led strong product launches and holistic campaigns that turned Samsung into a very solid A-brand (awareness up 38% from 25% and dealer recommendation up 23 % from below 10%).

Marketing Group Manager

Sony Germany, Cologne
Consumer Electronics

2001-2004

I led a multi-cultural/functional team (product, KAM, communication, controlling) and focused on the product marketing and business planning for the German market. The annual turnover amounted 200M€, with a marketing budget up 8M€.

The main challenge was to introduce new product categories and to reactivate the Sony brand in the TV business, which we did by collaborating with Mars & co strategic consultancy, and by designing and driving a stretch plan.

Applying Six Sigma and other means we drove the value market share to 12% up from 8% in 6 months and we launched Sony first LCD and MHP Multimedia lines, with the support of creative marketing plans resp. agencies.

Senior Product Manager

Thomson Multimedia, Paris
and Grundig France

1996-2001

At TMM France my portfolio covered four brands (Thomson, Brandt, Saba, Telefunken), over 100 products across various tech (classic TV, LCD, plasma, rear projection and interactive TV), it generated an annual 240M€ turnover.

We rebalanced the TMM brand portfolio, improving the bottom line by 30% at constant T/O level, by driving Thomson strategic brand up to 17% (Nr2 ahead of Sony) from 11.5% (Nr.3) and by phasing out Saba and Telefunken B-brands.

We launched Thomson-Microsoft first interactive TV devices, first Thomson LCD, plasma and DLP lines and we successfully repositioned Thomson as high-end brand, by working on efficient marketing tools and messages.

I was hunted from Grundig where I had built up the audio business and led the introduction of new categories which included first plasma TV, DAB and DVD lines. From there I was hunted to move to Sony Germany.

National Conscription / pre-experience between my studies:

Sales Engineer

Leroy Somer, Berlin & Brussels
Industrial Drive Systems

1989-92

This was part of my national conscription, I stayed an additional year to enjoy Berlin, then pursued my studies at ESCP. I pioneered the business in ex-DDR and coordinated French and German engineers around technical projects.