

Marketing Director with entrepreneurial spirit, true agile person with strong leadership and managerial skills into multi cultural environment.



43 years old
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CONTACT

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ABOUT ME

- I'm a curious, passionate, risk taker, enthusiast Marketing Specialist.
- I've the ability to motivate teams around exciting challenges, using simple words to explain complex concepts, and convince people that my visions and objectives are the one to follow.
- I've spent 12 years in small and large companies and then I created my own company, learning a lot of things through the joys and sorrows of entrepreneurship.
Expertises in : Marketing, Business models, Mobile Apps , Wireless technologies, Urban mobility.

 LinkedIn

EXPERIENCES

Chief Marketing Officer

XXII - Since April 2021 - France

Leading French name in computer vision software publishing. XXII designs, develops and markets to public and private a SaaS platform for real-time video stream analysis: XXII CORE.



HEAD OF MARKETING

NAVYA TECH - January 2016 to August 2020

- Define, manage and lead the WW Marketing strategy : communication action plan, PR/Lobbying/Social Media, fairs...
- Define, manage and lead Business Plan and Marketing Budget,
- Define and monitoring of KPI's,
- Support the development of AV activities with business clients/key stakeholders & strengthen relationships with partners located across the World (NAM, Asia, Europe) in new mobility technologies.



CO-FOUNDER / PRESIDENT

Drop Don't Park - April 2015 to March 2017 - Paris - France

- Drop don't park provides an innovative on-demand parking and concierge service for urban drivers. Whose objective is to reduce the environmental footprint and economic impact produced by daily parking.
- Track record : lean startup, product definition and launch, fund raising, team building, business plan, CRM, PR, ...



MARKETING MANAGER / MARKETING DIRECTOR

Coyote System - January 2011 to April 2015 - Full-time - Paris - France

- Define, manage and lead the Marketing strategy : products and applications line management, communication action plan, PR/Lobbying/Social Media, partnership...
- Define, manage and lead Business Plan and Marketing Budget,
- Brand Stretching and 5 years strategical action plan management.



Achieved : Memorendum of agreement signed with french gouvernement to legalize the category (July2011). Turnover +100%. Brand awareness +40pts. The french paid Application most downloaded overallstores + 1Mu. Attachment rate +15pts...

HANDSET PRODUCT MANAGER

Bouygues Telecom - March 2008 to January 2011 - Full-time - Paris - France

- Product strategy, Sales and Marketing plan definitions: line of products definition,category management, communication action plan definition, products life cycles monitoring, ...
- Define the brand licensing strategy and deal partnership agreements for licensing products
- Products analysis manager (quantitative/qualitative surveys)
- Management and lead of new manufacturers (ZTE/Huawei)



Achieved : Budget Management of 3M€ (surveys/communication). Rationalization/optimization of the range (+10% cost reduction on subsidies - budget 400M€/Y). Over 500K brand licensing products sold in 2009 under 4.5Mu (Zadig & Voltaire, Cerruti 1881, Eden Park, Rip Curl, Hello Kitty ...). Definition and management of the range of products under the Google OS (Android).

ADVERTISEMENT/MEDIA PROJECT MANAGER

Bouygues Telecom - March 2006 to March 2008 - Full-time - Paris - France

- Define the communication strategy
- Piloting actions and coherence of the media and below the line campaign
- Analysis and assessment manager of media operations (TV/Press/Web)
- Management and lead of the agencies
- Tracking and management of the brand image respects



Achieved : Launch of the new brand campaign saga "Creation of the list" (bronze Lion at the CannesInternational Advertising Festival 2008, +3% on the main items of images). Redefinition of goals in press and web media campaigns (+3pts TOM share and +10pts on the transformation rate on the web).

RETAIL MARKETING PROJECT MANAGER

Bouygues Telecom - August 2002 to February 2006 - Full-time - Paris - France

- Definition of the POS/Trade Marketing tools and tracking of the operational deployment



- Piloting the launch of offers/products – in line with the company's strategy and quality goals

Achieved : Budget Management of 10M€. Rationalization/optimization of the tools and budgets (+5pts mind share/visibility and +20% cost reduction on the budget). Creation and management of the Bouygues Telecom's photo library. Development and tracking the deployment of: Digital Signage and Category Management.

DIRECT MARKETING JUNIOR PROJECT MANAGER



Bouygues Telecom - February 2002 to July 2002 - Internship - Paris - France

Management of the customer loyalty program and below the line campaign in order to develop the income

Achieved : Creation of a customer loyalty program. Significant increase in the rates of VMS, SMS campaigns (+10%). Cross Project Management : e-mailing campaign, MMS,....

EUROPEAN MARKETING JUNIOR PRODUCT MANAGER



THE CARPHONE WAREHOUSE - July 2001 to December 2001 - Internship - Londres - United Kingdom

- International marketing survey on the mobile and global digital market
- Provide new promotional offers/stands to other subsidiary within the group in Europe

Achieved : Setting appropriate offers developed by subsidiaries in relation to the type of customers (+18pts on sales accessories during christmas with a global net margin of 800k£).

SKILLS

Management

- Startup co-founder and President (2 years)
- Management (12 years) : recruitments and lead of product/project manager, lead dev. ,...
- Project Manager (18 years) : coordinator for the commercial launch of product/offers; Coordination link on product/offers launch, study and management of internal request.

Specialities

- Product/Project marketing & strategy
- Coordination link within internal / external operational teams
- Conduct and management of the suppliers
- Wireless technologies, Mobile Apps, Urban Mobility.

Languages

- English
- Spanish

EDUCATION

Business School

IPAG

1998 to 2002

Graduating from the IPAG (institut de Préparation à l'Administration et à la Gestion) business school, majoring in International Negotiation

A-level in Science

JEAN-BAPTISTE SAY

1998

INTERESTS

Sport

- Rugby
- Tennis