

Key Competencies

- International channel marketing professional with 10+ years' experience in the software industry
- Creative & influencer with proven ability to pursue global objectives, drive adoption & achieve measureable results
- Extensive experience in developing marketing and sales programs in complex markets
- Developed communication plans and campaigns to support the move from Partners to a subscription / cloud model
- Created and led "PTC Hunting Program" driving new customer add, which became one of the corporate priorities 2 years after, managed the Worldwide rolled-out
- Passionate about working across multi-cultural teams with significant experiences in America, Asia & Europe
- Track record of awards (President Clubs, Incentive rewards, etc.), promotions of increasing responsibility and achievement of business goals

Professional Experience

PTC INC. – Paris, France

2010 – present

Founded in 1985, PTC delivers technology solutions that transform the way manufacturers create, operate and service their products in a smart, connected world (IoT). Turnover: \$1.3b – 6,000 employees WW – 330 partners.

Director, Worldwide Channel Marketing (2014)

- Leading the PTC Channel marketing & sales program strategy for partners worldwide. Managing partner communication, market research, partner recruiting, channel events and online initiatives.
- Developing new Channel program strategic plans and go-to-market initiatives for 330 partners WW
- Ensuring global web presence targeting SMB customers through content marketing and search engine optimization
- Driving education and execution of the new partner enablement strategy
- My Achievements include:
 - Defined global channel program strategy with PTC executive team
 - Developed & coordinated message, assets, communication plans and campaigns to support the move of PTC channel partners from a perpetual licensing model to a subscription / cloud model.
 - Led Internet of Things (IoT) Sales Referral program creation, education and roll-out for Worldwide partners
 - Coordinated global effort with regional sales, product segments and corporate marketing to capture regional specificities and ensure execution
 - Established marketing & sales program planning with most strategic partners
 - Organized the first 12-month Channel Inbound marketing development Academy for top partner marketers

Channel Business Development Manager (2010-2013)

- Developed and managed International Channel Sales & Marketing Program (aka "Hunting Program") – Drove CAD (Computer Aided Design) new customer add strategy, marketing & sales initiatives across top performing Channel Partners in EMEA, Americas & Asia.
- Developed performance dashboards, competitive intelligence metrics and reports, methodologies and tools (ROI calculator, lead to revenue, etc.), to drive focus and stimulate partner activity level
- Set up PTC sales and partner team compensation plans, managed communications, workshops, rewards & incentive programs.
- My Achievements include:
 - Increased CAD New Customer by 12% YoY in Europe, making it the fastest growing PTC geo. WW.
 - Increased channel marketing references by 300% in 2 years (from 30 to 130).
 - Achieved 105% and 103% of new customer goal respectively in 2011 & 2012.
 - Hunting Program rolled-out Worldwide after 2-year pilot in EMEA – Took responsibility of WW roll-out.

DASSAULT SYSTEMES SOLIDWORKS – Boston & Singapore

2006 – 2010

Dassault Systèmes is a world leader in 3D and PLM (Product Lifecycle Management) solutions. Turnover: 2.3b EUR – 13,000 employees ww

Partner Marketing Manager, Asia-Pacific (Singapore; 2008 - 2010)

- Developed Value-Added Reseller skills (web marketing, pre-sales activities).
- Provided competitive analysis & market intelligence data.
- Drove lead nurturing and name acquisition strategy (newsletter, SEO/SEM, list rental, etc.).

- Defined and led Social Media strategy across Asia-Pac region.
- Improved CRM & business processes to support marketing and sales growth.
- My Achievements include:
 - Overachieved Asia-Pacific lead goal by 130%.
 - Created the first SolidWorks APAC community on Facebook with 5,000 “fans”.
 - Created and maintained SolidWorks APAC Blog resulting in 150,000 unique visitors in 2009.
 - Led the first virtual conference with high ROI (10,000 registrations, US\$600K influenced revenue).

Partner Marketing Specialist (Boston MA, USA; 2006 -2008)

- Ran lead generation programs and co-marketing activities with strategic business partners.
- Optimized processes for partner management (application processing, website listing, etc.).
- My Achievements include:
 - Achieved 100% of lead goal through co-marketing activities.
 - Reduced delay for application processing for new partner applications from 3 months to less than 2 weeks.
 - Created & managed the first “Partner Speed dating” event at SWW (20 selected partners and 800 resellers).
 - Organized first prospect seminar in HQ for a new product line including 4 resellers and 120 attendees.

IBM – Paris, France

2004 - 2005

IBM is the world’s largest information technology & services company. Turnover: 93b USD – 380,000 employees worldwide

Marketing & Communication Assistant, Software Group

- Managed customer reference program for West Region (France, Belgium and Luxembourg).
- Administrated co-marketing programs dedicated to the largest IBM partners.
- Created a collaborative IBM platform for marketing team to share working and archived documents.
- My Achievements include:
 - Over-achieved case study targets in collaboration with sales team (116% of target).
 - Increased “channel” newsletter from few thousands to 14K recipients in one year.
 - Optimized budget allocated to partners & on-time co-funding reimbursement from 65% to 95% ratio.

Education

Master in Management: Marketing and Project Management

2003-2006

Skema Business School in Sophia Antipolis (06), France - www.skema.edu

Majors included Marketing and Project Management, High-tech marketing and Entrepreneurial Management.

Bachelor’s degree in Economics and Management

2000-2003

University of Lyon (Université Lumière LYON II), France - www.univ-lyon2.fr

Majors included: International economics, Statistics, International Business and Management.

Baccalauréat Scientifique (equiv. of American High School Diploma)

1999-2000

St. Thomas d’Aquin Véritas - Private School, France. www.st-thom.com

Majors included Mathematics, Physic and Biology

Languages

- **French:** Fluent (mother tongue)
- **English:** Fluent
- **Japanese:** Basics (currently learning)

Skills & Interests

- Proficient in Microsoft Office, Photoshop, Dreamweaver, website and newsletter creation and administration, HTML/PHP, Salesforce, Wordpress, network and hardware knowledge. Hubspot Inbound Certified.
- Running triathlon (Swimming, cycling and running) in competition, playing water polo

Honors & Rewards

- **2014** – Rewarded for high performance and overall contribution to Channel WW Success. (PTC)
- **2013** – Rewarded for high performance and overall contribution to Channel WW Success. (PTC)
- **2012** – Rewarded for high performance and overall contribution to Channel EMEA Success. (PTC)
- **2012** – Top Performer – President’s Club Reward for achieving sales quota (PTC)
- **2011** – Top Performer – President’s Club Reward for achieving sales quota (PTC)
- **2009** – Star Award Winner, to the most outstanding employee of the quarter (Dassault Systemes)