

Grégory Pouy

35 rue Doudeauville – 75018 Paris
Mobile: + 33(0) 6 74 61 12 90
Email : gregory.pouy@laposte.net
Blog : <http://gregorypouy.blogs.com>
29 years old, single



Strategic Marketing / Trade Marketing 5 years of experience

Employment

- Aug 03/ Dec 05 Marketing and Communication Manager – GOLDWELL FRANCE**
World leader in the professional haircare products (**Kao group**)
Objective: Relaunch of a professional hair care company on the French market
Means : Strategic repositioning, rewriting of the sales speech, new loyalty and prospecting tools, direct marketing, Press Relations, fair, advertising, website (www.goldwell.fr)
Results: *A rise of the shopping basket and a raise of the turnover by 16% in 2004*
Member of the managing board - Management of 1 person – Comanagement of the sales force
- Mar 01/ Jul 03 Marketing Project Manager- NOOS French leader of cable TV and Internet (UPC group)**
Loyalty Marketing Project Manager:
Objective : *Conception, development and implementation of a customer loyalty strategy*
Means : Creation of specific deals (loyalty, upsell, crosssell), direct marketing, retention of customers, development of the interactive selfcare
Results: *A growing customer satisfaction (more than 80% of subscribers satisfied) and 300 K€/year of savings*
Trade Marketing Product Manager:
Objective : *Conception and development of a new customer process, rise of the sales*
Means : team work with the salesforce and the shops (Carrefour, Darty, Fnac...)
Results : *sales time divided per 2 and more than 300 K€/year of saving*
Others assignments in operational marketing : creation of printing and interactive selling tools (dvd, cdrom, screensaver), street marketing operations
- Jan/ Jul 00 Trade Marketing Product Manager Assistant - NOOS**
- Jul / Déc 99 Assistant of the TV studies Director - CARAT (Aegis group)**

Education

- 1997/2001 Euromed Management School - Marseille- Provence (ex ESC), France.**
French business school with a specialisation in marketing
- 1998/1999 Aston Business School -Birmingham, United Kingdom.**
Equivalence of a BA in international marketing
- 1995/1997 Préparation HEC au lycée Alfred Kastler, Cergy, France.**
Two years preparation for the competitive entrance examination to French Business School.
- 1995 Baccalauréat ES with distinction (top20%), Gustave Monod college, Enghien-les-Bains.**
Equivalent of the A level in economics, mathematics and foreign languages
- Languages French :** mother tongue **English :** fluent **German :** good level

Other aspect of interest

- Computers** Office, Internet, Email, Graphics (Photoshop, Corel draw, Paintshop pro)
- Sports** Fitness, volley Ball, swimming, roller, juggling