

**MIKE KENT**  
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Married with 2 children  
Interests: Football, New Technology and Oenology

1999 - MBA Manchester Business School (UK)  
1990 - Diploma International Marketing (UK)  
1987 - BA (Hons) Business Studies (UK)  
Fluent French and English, Spanish basic

## Chief Digital Officer

Leader in International Marketing, Business Development and Sales Management  
Experience gained with leading multinational companies and innovative start-ups

### PROFILE

- Innovator and creative, ability to think out of the box and develop a pipeline of strategic international partnerships accounts focused on a multi channel, multi screen, digital approach
- Value creation: Thought leadership and resolution of complex problems and development of new digital opportunities
- Manage, federate and lead cross-functional international teams on complex projects
- Commercialise operational plans and achieve fast return on investment
- Identify and transform customer needs into commercial products, solutions and services

### PROFESSIONAL EXPERIENCE

**Chief Digital Officer/Chief Customer Officer - reporting to CEO** **2014 - Present**  
**CLIPPINGBOOK.com/ZENTYAL.com, Paris, FRANCE**  
**Start-up, 50 employees, E and M Commerce content and advertising services provider**

#### Objective:

- To define and implement an innovative and targeted cross channel digital sales and marketing strategy.

#### Achievements:

- Successful management of first ever-European Protocols Plugfest Conference on behalf of Microsoft.
- Repositioned and redesigned the entire message strategy, including the redesign of Zentyal.com and Lifestyleandmotor.com websites, the launch of a comprehensive social media, e- and m-commerce strategy.

**Marketing & New Business Development Director - reporting to VP EMEA** **2010 - 2013**  
**NOKIA LOCATION & COMMERCE/HERE.com, Paris, FRANCE**  
**1bn€ turnover 2013, 700 employees, Location Cloud services provider**

#### Objective:

- To create and implement a detailed digital strategy and commercial go to market plans, to reposition the division as the leading Location Cloud services provider in EMEA and achieve revenue and margin objectives.

#### Achievements:

- Successful partnership and launch of the worlds' first door-to-door Journey Planner for Voyages-SNCF.com.
- Recruited and managed account team that developed a network of strategic international partnerships.
- Created & implemented the Digital Marketing and Sales partnership strategy generating 2.1m€ revenue.
- Developed and commercialised strategic marketing partnership project for Telefonica & Mozilla Firefox.
- Closed global Media & Telecom navigation contracts that optimised the customer multiple screen experience.

**General Manager, Europe - reporting to CEO** **2006 - 2009**  
**JUMPTAP, Paris, FRANCE - Acquired by Millennial Media in 2013**  
**40m\$ turnover, 170 employees, mobile search & advertising platform provider**

#### Objective:

- To create a new business revenue stream by defining and implementing the marketing, commercial and financial strategy in Europe.

#### Achievements:

- Created and implemented the Company's European digital partnership strategy.
- Created Media and Telecom strategic partnerships, representing 40% of company revenue after 18 months.
- Recruited and managed a team of 15 executives (Marketing, Sales, Advertising, & Product Management).

***Global Marketing & Sales Director - reporting to CEO*** **2001 - 2005**  
**MAGIC4, Paris, FRANCE - Acquired by Openwave Systems in 2004**  
**20m€ t/o, 120 employees, mobile messaging software (SMS & MMS) provider**

**Objective:**

- To create and develop a profitable global messaging business for Magic4 and communicate it to the market.

**Achievements:**

- Developed and implemented the global marketing, communication and sales strategy across all territories.
- Closed global messaging partnership contracts with leading handset manufacturers, generating 20m€.
- Recruited and led an international and multifunctional team

***Brand Marketing Manager - Youth Strategy - reporting to VP EMEA*** **1999 - 2001**  
**MOTOROLA MOBILE PHONES, EMEA, Basingstoke, UK**

**Objective:**

- To enter and take a leading position in the youth market.

**Achievement:**

- Launched "Motorola V." brand, which was renamed "RAZR", the best selling mobile brand in the world.

**MBA MANCHESTER BUSINESS SCHOOL, Manchester, UK** **1997 - 1999**

***Senior Marketing Manager - reporting to VP Marketing*** **1995 - 1997**  
**BRITISH AMERICAN TOBACCO, Budapest (Hungary), Santiago (Chile)**

**Objective:**

- To plan and implement locally the Marketing, Communication & Sales strategy for all International Brands.

**Achievements:**

- Hungary -Repositioned "Kent" brand delivering 25m\$ (+200%) & 30%GM, created the worlds' first 3D Billboard campaign and increased market share on "Pall Mall" brand by 20%.
- Chile - Increased "Advance" sales by 80% to 40m\$, doubled the market share to 23%, reorganised and trained staff in marketing processes & led the entire budget planning process.

***Senior Marketing Manager - New Business - reporting to Marketing Director*** **1993 - 1995**  
**GLAXOSMITHKLINE BEECHAM CONSUMER HEALTHCARE (GSK) London, UK**

**Objective:**

- To introduce existing & new nutritional consumer brands into the leisure sector (pubs, clubs & restaurants).

**Achievements:**

- Creation & implementation of marketing plans for the launch of "Lucozade NRG" generating over 2m€/yr.
- Contract with McDonalds to supply "Ribena" in all McDonald restaurants generating over 5m€/yr.

***Brand Marketing Manager - reporting to Marketing Director*** **1989 - 1993**  
**CUSSONS UK LTD, Manchester, UK**

**Objective:**

- To develop & launch new products that return incremental revenue/profit.

**Achievements:**

- Identified new Liquid Soap market & launched 2 new brands achieving 7.5m€ in first 12 months.