

# Sylvain Pigatto

## Sales and Marketing Director

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### PROFILE

Sales & Marketing Director with more than 15 years of expertise in management / marketing strategy / digital / international/ B2B / B2C

- Manager relying on the trust, well-being and progress of his teams to exceed expected performance,
- Expert in the design, implementation and management of marketing and sales strategies,
- 15 years of experience in matrix organizations and cross-functional management, in France and abroad, in B2B and B2C.

### EXPERIENCE

#### MVSP

Legal platform for individuals. Project awarded by HEC. <https://www.planete-separation.fr>

##### Founding Partner

2020- today Paris

**Stake:** to take a position in the litigation market involving individuals, which represents 1.4 million cases each year for €7 billion in expenditure. A first site was launched in October 2021 on the theme of separation.

**Achievement:** creation of a company with two partners who are experts in the field of IT and legal matters, development of the content, functionalities and design of the site, online publication, SEO optimization, adjustment of the conversion funnel.

**Results:** more than 5000 unique visitors per month after 9 months, traffic growth of 10% per month. 1% conversion rate on qualified visit.

#### Francis Lefebvre Publishing

Lefebvre-Sarrut Group, European legal publisher

##### Business Unit Director Corporate Market

2018-2020 Paris

**Stake:** guarantee the margin rate and increase the penetration rate on the corporate target (€33 million in turnover).

**Achievement:** management of a multidisciplinary team of 20 people, redefinition of the offer in all segments, adaptation of commercial means.

**Results:** +10% penetration in the TPE segment, +2% of turnover in the SBF 250

##### Sales & Marketing Manager

2013-2017 Paris

**Stake:** guarantee growth in turnover and increase the share of digital products in turnover.

**Achievement:** management of 130 people and external teams (tele-sales), reorganization of marketing, sales, customer service and data services to create synergies. Finalization of the digitization of the product offer, market segmentation and adaptation of the commercial approach, supervision of the implementation of a CRM.

**Results:** turnover has increased from €99m to €103m in 5 years in a market that is down 3% per year, the share of digital in turnover has increased by 20 points.

#### Longtailvalue

Creation of a marketing agency focused on web automation.

##### General Manager - Fouding Partner

2008-2012 Paris

**Stake:** create an original offer to take a position in a highly competitive market (4000 marketing / communication agencies in France)

**Achievement:** development of a marketing performance concept based on the quantified study of behavior and the automation of responses. Recruitment and management of a team of 25 people, P&L management, administrative supervision. B2B prospecting, customer management.

**Results:** Acquisition of 20 clients, including 5 major accounts (Daloz, Saint-Gobain, Lyonnaise des Eaux, Parexlanko, Sodexo), turnover increased from 0 to 3M€ within 5 years.

### ACHIEVEMENTS

#### 15 years of excellence in sales and marketing operations

As part of consulting missions between 2008 and 2012, sales development and marketing assets for Lyonnaises des Eaux, Eutelsat, Daloz, Saint Gobain. From 2013 to 2018, Sales and marketing Director of Editions Francis Lefebvre- management for a team of 130 people.

#### Key account management for 5 years

As General Manager of a marketing agency focused on process automation, customer management of major accounts: Daloz (launch of Daloz.fr), Lyonnaise des Eaux (setting up an online store), Sodexo (development of a "serious game"), Saint-Gobain (growth acquisition through web processes), Virgin Mobile, Tele2 Mobile, Darty, ...

#### 10 years of international management, including 6 years abroad.

For Yves Rocher: expatriation to Germany for 2 years to set up BI and minimize logistics costs.

For Tele2 Europe: 4 years of direct marketing management in 14 countries.

For Tele2 Belgium: 4 years of expatriation in Belgium to manage the marketing. Award of best Marketing Director for its record growth between in 2006.

### STRENGTHS

#### Strategy

Sector analysis, study of the value chain, determination of competitive advantages, strategy of means and management of the return on investment.

Digital transformation, change management, team management up to 130 people.

#### Operations

Management of marketing budgets over 10M€.

Negotiation with off-line media (TV, Press, Radio, Display) and supervision of on-line investments.

Implementation of databases, CRM expert, ROI management. Creation of brand platforms, management of communication and media buying agencies.

#### Adaptability

Great ability to adapt to issues in various sectors, B2B and B2C, France and international.

## EXPERIENCE

### Ten Mobile

Creation- LBO 24M€- Mobile operator acquired by Orange in 2008

#### Marketing Manager

 2007  Paris

Management of communication agencies, media buying, recruitment of the marketing team. 20,000 customers 6 months after launch.

### Tele2

Groupe Kinnevik- Telecommunication

#### ● Marketing Director Belgium

 2002-2006  Bruxelles

Creation of the subsidiary, recruitment of the marketing team, management of com and media agencies. 20% market share in 2 years, elected marketing director of the year in 2006 by RTBF.

#### ● Direct Marketing Manager Europe

 1999-2003  Paris

Management of direct marketing teams in 14 countries. Supervision of the central communication agency. 10 million customers recruited in 3 years, churn under control below 20%.

### Daniel Jouvance

Yves Rocher Group - Cosmetics

#### Statistic Manager

 1994-1998  Paris followed by Stuttgart (2 years)

Files and segmentation manager then expatriation to Germany (2 years) to set up the statistical and logistics system. Increase in the average basket by 25% in 2 years in France, reduction in the cost of packing by 20% in Germany.

## LANGUAGES

### French

Native



### English

Fluent (TOEIC 830 / 990 in 2021)



### German

Professional (2 years expatriation in Germany)



### Spanish

Beginner





## EDUCATION

### HEC Paris

Master MUST



Management of a strategic unit

 2020-2021  Paris



### Université Lyon 2

Master 2- Applied Statistics

 1993-1994  Lyon



## HOBBIES

### Bass Guitar

Jazz Conservatory of Strasbourg



### Sailing

Glénans Sailing School - Skipper