

Christian Fernandez



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// PROFILE / SKILLS

- ✓ Experienced entrepreneur with a successful track record of international business development
- ✓ Energetic Manager, Insead MBA and Engineer, with an extensive experience in Sales, Business Development and Marketing, in both corporate and start-up environments.
- ✓ Proven ability to identify and to leverage business opportunities through an efficient combination of social media, digital marketing and e-commerce solutions deployed on all digital platforms.
- ✓ Creative strategic thinker focused on execution and on delivering results in challenging environments.
- ✓ Excellent interpersonal communication and negotiation skills and a drive to communicate his passion.

// EXPERIENCE

Founder & Managing Director 101% Digital

2007-2008 & 2012-2014

Digital business development consultancy

International Business Development missions covering Retail, Beauty, Travel and Gaming sectors:

- Defined Social Media and e-commerce Business Development strategies for UK Start-ups.
- Pitched and won 2 Europe-wide online distribution contracts after building multi-lingual e-commerce and social media solutions.

Strategy Director InsightNow

2013

UK customer experience consultancy

- Defined the transition from legacy products to new solutions driven by the latest technologies
- Developed a cloud-based survey solution enabling rapid prototyping and development.
- Evaluated and integrated a series of tools in order to modernize the company's product offering.

Founder & Managing Director Les Fleurs de Bach UK

2009-2011

French brand of organic cosmetics

- Created the UK subsidiary, assessed the UK market, defined a low-cost entry strategy for the brand.
- Recruited, trained and managed 2 distributors to cover all market segments, logistics and support.
- Opened key accounts: Boots, Fortnum & Mason, asos.com; created the company's online stores.
- Designed and produced all Marketing literature (trade & consumer), organized 4 major Trade-shows.
- Established the brand and generated over 100 articles through targeted PR and Social Media.
- Achieved breakeven point after only 13 months, with sales of £90k, growing 200% year-on-year.

Co-founder & President CashTV

2003-2006

First interactive TV gambling channel in France

- Co-founded Cash TV, the first French online gambling interactive TV channel.
- Designed CashTV, "a casual gambling channel" with slot-machines, lotteries, video-poker on iTV
- Secured the exclusive distribution of CashTV on CanalSatellite, the N°1 iTV operator in France.
- Achieved 3 rounds of equity raising (business plans, road shows, legal, etc.) with BAs and VCs.
- Created www.cashTV.com (designed content, communication, marketing, payment methods).
- Negotiated strategic partnerships (mobile, web) to create the first triple-play gambling business in France.
- Cash TV was successfully launched on CanalSatellite, on the Internet and on mobile telephony platforms. It was sold to Groupe Partouche, the N° 1 Casino group in Europe in 2006.

Sales Manager / Managing Director Europe
PlayJam / Static 2358

1999-2001
UK interactive TV and visual media agency

Recruited by Static 2358 to increase its value by leveraging its core competences with new business models:

- Co-ordinated Static's key resources to produce "casual games", successfully pitched in the UK.
- Analyzed the European iTV market and recommended the investment required for the development of iTV applications on other leading iTV middleware platforms.
- Leveraged these new skills to negotiate exclusive distribution rights for [PlayJam](#), the first interactive TV gaming channel in the UK and in France, with a "revenue-sharing" business model.
- Built the Games Development and the Marketing & Sales teams to market "branded" games.
- Created Static's French subsidiary (15 staff), the first to broadcast PlayJam (CanalSat, TPS)
- Participated in writing the business plan (market, revenue models) during the fundraising phase which enabled the company to grow from 9 to 150 employees, leading to a private sale for M\$64 in 2001.

Sales Manager Southern Europe
ForeFront Group

1997
US internet software tools

Created the distribution channels in France, Spain and Italy for this US Internet utility software editor.

- Recruited and trained 3 distributors and agents, achieved OEM deals with Magazines and PC bundles.
- Managed communications (advertising, PR, trade-shows, etc.) and product localization in 3 countries.
- Achieved 147% of sales objectives. Established distribution in all 3 countries within 3 months.

Product Manager Europe (Software)
Packard Bell Nec Europe

1995-1996
Worldwide leader, consumer PC industry

No 1 Consumer PC manufacturer in Europe (1996) with 1.3M units sold in 12 countries.

- Designed Packard Bell Europe PC Ranges 1995 & 1996 (OEM software bundle, User interface, OS).
- Increased the "software bundle" from 6 to over 35 programs (MS Encarta, MS Word, Duke Nukem, Le Louvre, Civilization, Corel Suite, etc.) worth \$2.000, for the same unit cost of \$20.
- Tested, selected, negotiated, established license contracts, liaised with Engineering and Production.
- Created Packard Bell Europe's first Internet PC range in 1996 (designed the offer: user experience, utility software, ISPs, wrote the first Packard Bell Internet Guide).

Channel Sales Manager
Compaq France

1988-1993
Worldwide leader, PC industry

- Managed and trained a nationwide distribution channel including distributors, resellers, VARs.
- Created and managed co-marketing operations to develop sales, with an annual budget of \$1.2M
- Developed sales from 18 MFF (in 1989) to 189 MFF (in 1993), Earned 5 Sales Awards in 5 years.

Project Manager, Systems Representative
IBM France

1983-1988
Worldwide leader, IT industry

Confirmed Systems Representative – Bank Agency, PC-to-Mainframes 1987-1988
Project Manager, Translation Centre – Localization of new PC products 1983-1986

// EDUCATION & LANGUAGES

INSEAD MBA (Institut Européen d'Administration), GMAT: 760 (Top 1%) 1994
Engineering Degree ESSTIN (Nancy, France) 1978-1983
Languages: English (fluent), French (mother tongue), Spanish (average level)

// INTERESTS

Strategy Games, House Music DJ (produces [Best of House Music](#) , No1 house music podcast worldwide).