

CHRISTIAN FERNANDEZ

Email: christian2358@yahoo.co.uk
Web: <https://christianfernandez.eu/>

LinkedIn: <http://uk.linkedin.com/in/christian2358>
Phone: +33(0)6.82.07.62.64

SUMMARY

Dynamic and results-driven business leader with 20+ years of international experience driving revenue growth, launching ventures, and scaling operations across tech, consumer goods, and digital sectors. INSEAD MBA with a track record of founding and growing startups, securing funding, and leading teams.

SELECTED ACHIEVEMENTS

- ✓ Grew a UK interactive TV business to £48M valuation in under 2 years as Sales Director
- ✓ Launched and scaled a UK organic cosmetics subsidiary, achieving breakeven in 13 months
- ✓ Co-founded France's first interactive lottery company, raising €2M negotiating national distribution.
- ✓ Founded Meatomania, a health snack brand, scaling to 60 retail outlets, 2.5x sales growth in 3 years.

PROFESSIONAL EXPERIENCE

Founder President Meatomania	2019-2024 <i>Healthy snacking, sports nutrition (FR)</i>
--	---

Founded and developed Meatomania, producer of 100% natural snacks positioned for sports nutrition:

- Designed and launched a range of high-protein, sugar-free, natural snacks compliant with EU health standards, leveraging nutritional research and local sourcing and distributed through a Shopify e-commerce platform.
- Devised and executed a full-spectrum commercial strategy—including pricing models, digital marketing, and retail partnerships—resulting in a 2.5x revenue growth by year 3 and entry into 60 retail locations.
- Secured €400k through a blend of investor pitches, grant applications, and loans, funding the company's launch, early-stage growth initiatives and setting up CE approved production facility.

Sales Manager Ziwit / HTTPCS	2018 – 6-month fixed-term contract <i>SAAS Cyber Security Solutions (UK)</i>
--	---

Defined and implemented the business strategy of a cybersecurity SaaS company (national and international):

- Recruited, onboarded, and coached a high-performing team of 6 Account and Channel Managers.
- Conducted a strategic overhaul of the sales approach—redefining pricing, value proposition, and digital outreach—which resulted in stronger client engagement and lead quality.
- Reversed Q1 decline by restructuring outreach, achieving 250% growth in turnover over Q2 and Q3

Director Consultant 101% Digital	2007-2008 & 2013-2018 <i>Business development consulting (FR/UK)</i>
--	---

Carried out international digital business development missions across multiple markets:

- Spearheaded the strategic pivot of a UK wellness startup to a digital media model by redefining business objectives, reshaping product offerings, and launching digital content platforms.
- Established and managed pan-European e-commerce channels for a top US fitness brand.
- Built and launched a multilingual Shopify e-commerce platform for a UK fashion brand, enabling global reach and optimizing conversion through UX improvements and localized content.
- Supported the market entry of two French digital agencies into the UK, including go-to-market strategy, localization of SaaS solutions, and partnership development in the tech ecosystem.

Director of Strategy InsightNow	2013 (UK) <i>UK Customer Satisfaction Consulting Agency</i>
---	--

- Led the migration of customer satisfaction platforms to a cloud-based SaaS model with integrated social media analytics, enhancing scalability and real-time customer insights.
- Deployed cloud infrastructure supporting rapid prototyping and field deployment, halving time-to-market.

Founder | Managing director
Bach Flowers UK

2009-2011 (UK)
French brand of organic cosmetics

Founded and successfully launched the UK subsidiary of "Les Fleurs de Bach", a French organic cosmetics brand:

- Selected and managed two national wholesalers to handle B2B logistics and promotional campaigns, facilitating rapid entry into UK wellness and retail markets, boosting brand visibility and market penetration.
- Secured high-profile retail partnerships with Boots, Harrods, Fortnum & Mason, and ASOS.
- Executed a targeted PR campaign resulting in extensive media placements and Best Organic Launch Award.
- Launched a Shopify e-commerce platform, developed marketing toolkits and organized 4 industry trade shows.
- Achieved financial breakeven within 13 months, generating £90k in sales with 200% YOY revenue growth.

Co-founder | President
CashTV

2003-2006 (FR)
France's leading interactive lottery channel

Co-founded CashTV, pioneering France's first multi-platform lottery channel across TV, web, and telephony:

- Secured an exclusive nationwide distribution deal with CanalSatellite, driving large-scale audience acquisition.
- Led three successful fundraising rounds totaling €2M through investor presentations, and legal negotiations.
- Built strategic alliances to launch France's first integrated lottery across TV, web, and telecom platforms.
- Achieved a successful exit through acquisition by Partouche Group, Europe's leading casino company.

Sales Director | Director Europe
PlayJam / Static 2358

1999-2001 (UK)
UK Interactive TV Development Agency

Enhanced the company's technical skills through the development of new products:

- Directed European expansion for PlayJam, negotiating distribution deals in France and the UK using an innovative revenue-sharing model that secured major broadcast presence.
- Built and led a cross-functional team of 30 across product development, marketing, and sales.
- Established Static France (15 employees) and successfully launched PlayJam on CanalSatellite and TPS.
- Drove company growth from 9 to 150 employees within 2 years, contributing to a £48M company valuation.

Sales Manager Southern Europe
ForeFront Group

1997 (FR)
US Internet Software Tools

Launched ForeFront Group's internet software in France, Spain, and Italy, establishing regional partnerships:

- Orchestrated multi-channel campaigns—including digital, print, and reseller outreach—and localized product offerings in French, Spanish, and Italian to maximize regional adoption.
- Surpassed sales targets by 147% within 3 months by executing accelerated distribution.

Product Manager Europe (Software)
Packard Bell Nec Europe

1995-1996 (FR)
Global Leader Consumer PCs

Designed and managed the software portfolio for Packard Bell's European PC ranges of 1996-1997:

- Oversaw software testing, vendor selection, and licensing negotiations, coordinating closely with engineering.
- Developed and launched Packard Bell's first Internet-ready PC line, bundling user training tools, connectivity software, and ISP integrations for consumer onboarding
- Expanded bundled software from 6 to 35 titles—retail value to \$2,000—while maintaining a unit cost of \$20.

Sales Network Manager
Compaq France

1988-1993 (FR)
World PC Leader

Built and led a national channel network of Compaq distributors, wholesalers, and VARs (180 salespersons).

- Drove sales growth from 18M to 189M FF (1989–1993), earning 5 consecutive Sales Awards.

Senior Technical Sales Engineer
IBM France

1983-1988 (FR)
Global IT Leader

EDUCATION & LANGUAGES

MBA INSEAD (European Institute of Administration), GMAT: 760 (Top 1%)	1994
Graduate engineer ESSTIN (Nancy, France)	1978-1983
English: Current French: Mother tongue Spanish: Conversational	