

Gilles HEMERY

- 56 years old, single
- Total mobility Worldwide
- Bilingual French - English with 30 years professional experience
- My personal page: www.gilleshemery.org

Marketing Expert
Digital strategy
B2B relationships
International environment

Summary

More than 30 years' experience in developing and executing **marketing strategies** for high added value products and services in international environments.
I started my **digital** journey in 2001. Since then I have developed strong experience and skills in Digital Marketing - strategic and operational.

I love **Marketing**. "The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

I am a passionate believer in the importance of understanding the **Customer Journey**. This is about methodology, about bringing people around the table and listening to them in an organised and structured way. Then the next steps become so interesting and easy!

Digital is a gamechanger and has transformed business forever- Knowing that business is not only to sell, but also to produce, to finance, to attract talents, to market activities...
I am what they call a "curious and early adopter". I keep looking at other's experiences, trying and testing new channels and technologies, doing developments on my own to better understand...

With this mindset, I have built a good, strong and solid experience in Digital.

Connecting the methodical approach of marketing and digital innovation, I have developed successful strategies and efficient actions to target and reach specific audiences.
I am an **open-minded team player**. I love to share and transfer knowledge and experience, to build projects together and make them successful.

I have **lived more than 10 years abroad** and have worked in **international and multicultural environments**. All these people with different experiences and education and culture, keep bringing a very strong contribution building who I am now.

Professional background and mains achievements

Since 04/2005 **ETEX GROUP**

Since 01/2017 **Etex Group – Etex façade division – Singapore**

Regional Marketing Manager APAC

To emphasize the good development of the activity, ETEX Exterior has decided to establish a stronger Marketing structure for Asia-Pacific to boost our development.

Marketing activities are focusing on:

- Working with the architects to get a better understanding of the Customer Journey,
- Establish the brand with the Architects in every country as a local brand,
- Generating more qualified leads from the top Architects firms with Digital Marketing campaigns.

To achieve these objectives, I have implemented different action plans:

- Establish the Architects' CJ with Focus groups, face to face interviews, research, analysis, online surveys,
- Identify the Digital Journey of the architects to understand how to better target them during the different steps of the CJ,
- Develop and launch digital campaigns using social media, programmatic, new technologies for profiling and building audiences,
- Constantly assess the performance of each channel/campaign - nb leads, quality of the leads, level of engagement, ...

Achievements :

- Brand performance assessment was done in 09/2017 - Aus. and Sing. Ranked number 1 in more than 80% of the criteria after only 3 years on the market.
- The number of leads is growing every month with an impressive improvement of the quality.
- The number of followers and people engaging with us on the different social media grew dramatically. This created a very good qualified audience that we were able to retarget.

As Marketing Manager for the Region Asia Pacific, my role covers different aspects: :

- Organise and launch the different research to better understand our target audience and build the CJ: focus groups, online surveys, research, phone interviews...
- Create, design and manage the Digital Marketing campaigns - on average 110 campaigns per month,
- Be curious to identify the new channels, tools, technology to improve the performance of the Digital Campaigns,
- Analyse the performance and the efficiency of the campaigns - number of qualified leads, quality of the audience
- Build a marketing intelligence structure to analyse the trends and structure of different markets/countries
- Train, stimulate, coach and support the Mkg of our partners in different countries to duplicate our efforts to grow the activity

From 06/2012
To 12/2016

Etex Group – Etex façade division - KUALA LUMPUR, MY

Regional Sales and Marketing Manager APAC

- Start the activity in the Asia Pacific region with an analysis of the different markets to establish the priorities,
- Recruit the sales team - Australia, Singapore, Hong Kong, Malaysia -, establish a central technical structure in Malaysia, a central marketing structure in Malaysia.
- Identify and Develop partners in each country where we do not have our own sales force,
- Drive the Marketing activity to create awareness, raise the interest and generate the demand from the architects.

Achievements :

- Establishment of the organisation for Asia Pacific - Australia, Hong Kong, Singapore, Malaysia, Indonesia,
- Marketing and Technical support established at the HQ in Malaysia,
- After 4 years, sales have reached more than 5 million Euros with a growth of 50% in 2016
- Establish Australia as the most important market outside Europe, and even bigger than several markets in Europe
- A strong network of motivated and dynamic partners in all the interesting countries,
- More than 3.000 qualified leads received in 2016 through the Digital Marketing Campaigns.

From 01/2010
to 05/2012

Etex Group - ETERNIT France – 125 M€ - 500 people.

Sales and Marketing Manager – Façade Activity - 36M€ - 26 people

- Definition and implementation of the sales and marketing strategy
- Recruitment - Management - Motivation and Organisation of :
 - Two focused sales teams (9 people and 8 people) with 2 sales managers,
 - Marketing team with one Market Manager and 3 operational marketing people
 - One OEM – National accounts manager
- Member of the board.

Achievements :

- Growth of 67% in 2 years on a 20% growing market
- High improvement of the group margin and Current Operating Income (over 20%) by a strong marketing of our USP and a dedicated strategy per target group and product group
- High intense guerrilla marketing activity to impose our brands with the distribution

From 06/2008
to 12/2009

Etex Group – EBM Division Brussels– 1 Md€ - 8 000 people.

European Business Manager

- European Marketing for Cladding and Building boards activity
- Definition of the European marketing strategy and implementation
- Assistance in the development of the local sales organisation
- Coordination with the industrial development

Achievements :

- Strategic recommendation accepted by the board
- Assistance to implement the recommendation in all the sales organisations
- Transfer to France to implement the recommendations

From 04/2005
to 05/2008

Etex Group - ETERNIT France – 125 M€ - 500 pers.

Sales and Marketing manager – South France - 42 M€

- Definition of the commercial strategy – management of the sales team 10 people
- Strategy for developing market share for the three product lines.
- Development and realisation of operational marketing strategy
- Member of the board

Achievements :

- Total commitment of the sales team to the new orientations and strategies
- Trend of the activity goes from -10% in 2005 to +7% en 2006 and +4% in 2007 on a market with negative trends
- Strong increase of the market share result of the focus on customer fidelity and satisfaction
- Awarded best supplier of the year in 2006 and 2007 by the largest distributor of building materials in the south of France

From 04/2001
to 10/2004

NEUROCOM – 22M€ - 230 people. – Digital technologies

Sales and Marketing Manager – Paris, France - 22 M€

- End because restructuration after Buy Out

From 05/1989
to 04/2001

SAINT GOBAIN Group

From 05/1994
To 05/2001

SOVIS Saint-Gobain – 25M€ - 230 people – Glass industry

Sales and Marketing Manager – 25 M€

- Management, recruitment, motivation of the sales team (12 people).
- Development of a solution – service orientation
- Marketing of the added value – new product development
- International development : North and South America, Asia

Achievements :

- Growth on 5 years : TO from 10M€ to 25M€, margin from 28% to 35%
- Market share : EU from 53% to 80%, USA from 5% to 40%
- Set up of a facility in Madison, GA, USA : 4.3M\$ achieved in 4 years
- Sales in Asia (China, Singapore, Japan, South Korea): from 0 to 3M€ in 2 years

From 05/1989
To 05/1994

ECOPHON Saint-Gobain – 15M€ - 25 people. – Building materials

Salesman (2 years ½) then **Product manager** (2 years ½)

Achievements :

Growth of the product range in 2 years ½ : TO from 1.2M€ to 3.7M€

De 05/1987
à 05/1989

TELEVEIL then **SULZER** – Remote management of technical equipments

Sales man

Competences

Marketing

- Digital Strategy, Digital Marketing, Digital Understanding
- Expertise in Inbound marketing
- Customer Journey – Methodology and Operational approach
- Social Media Profiling and

Management

- Strategy: Definition and implementation
- Leadership: Recruitment, Organisation, Motivation and Management
- Work with multicultural heterogeneous – international teams
- Development of reporting tools according to the KPI's of the organisation.

Business development

- Highly customer focused
- International business development : EU, South and North America, Asia
- Development and management of partnerships

Education and Languages

Graduation 06/1985

- **CESEM – Group ESC Reims**
Diplômes d'Etudes Supérieures Européennes de Management
- **Middlesex Polytechnic – London**
BA HD European Business Administration

Languages

- **French** : mother tongue
- **English** : Bilingual
 - 2 years in London – college - Graduated
 - 19 years professional experience
- **German** : Good notions – easily improvable
- **Spanish** : Good notions – easily improvable

Personal assets and interests

Personal strengths

- Strong adaptability to multicultural, international or technical environment
- Early adopter of new technologies and ideas
- Personal involvement, highly committed with a focus on results
- Dynamic and rigorous – Methodical

Personal interests

- Sailing:
Skipper of sailing boats from 30 to 55 ft
Sailing cruises with crew up to 12 people for period up to 3 weeks.
My blog: www.sailmore.org
- Digital environment:
Strong skills on Microsoft Office, SAP, HTML and communication tools
Very curious and involved on the development of Internet, AI, VR, Big Data, Profiling, IoT ...
- Education for youth in emerging countries:
Personal commitment with one NGO in Cambodia and one Professional Organisation in Myanmar

Gilles HEMERY
11 Amber Road, #11-01
Singapore 439857
Tél. : +65 9771 1962 – gilles.hemery@etexgroup.com

Gilles HEMERY CV
English version
11/2018