Francois-Xavier Briard

Digital & Technology Leader | Digital Business, Product Leadership, IT Leadership. Former CHANEL

⊙ New York, NY, USA

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in LinkedIn

Languages

English (Native)

French (Native)

About

With over 20 years of experience in strategy and management of e-commerce, digital, and omni-channel business and technology, I have led and delivered impactful solutions for the luxury and beauty industries. My mission is to create seamless and engaging customer journeys across all touchpoints, leveraging data, innovation, and agile practices.

As the Head of Digital Platform Evolution & Innovation at CHANEL, I defined and executed the omni-channel vision and road map for the US market, collaborating with global and local teams to roll out new features and services, such as virtual try-on, buy-online pick-up in store, and chat with store. I also co-led the global client data and CRM program, enabling a personalized and consistent client experience across all channels. I hold an ASCM Supply Chain Planning Certificate and a Leading Production Innovation Certificate from Harvard Business School Executive Education.

BRANDS WORKED WITH

CHANEL   FXB Consulting Inc.   JCDecaux   Political Matchmakers LLC

RedCats USA

Experience

Head of Digital Platform Evolution & Innovation

CHANEL | Jan 2021 - May 2023

Digital Strategy
• Harmonized and elevated international client experience by introducing single Chanel client profile across the world online and in store
• Increased clients digital engagement by 8% and increased online revenue by 10% by optimizing client journeys between chanel.com, digital apps, and stores
• Introduced new store digital services such as Buy-Online Pick-Up In Store, and Chat with Store (30% ACR) Product Management Leadership
• Defined chanel.com and apps feature & experience road maps to improve product discovery and drive online conversion for fragrance, beauty, skincare, and eyewear categories
• Launched innovative feature Virtual Try-On for make-up, eyewear and watch products
• Led A/B testing of UX on chanel.com to incrementally optimize user engagement Performance Marketing
• Led global client data and CRM program in the US
• Supervised traffic acquisition strategies and roadmaps for affiliates program, SEA, SEO
• Supervised direct mail marketing and client segmentation
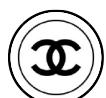
Head of Retail Technology

CHANEL | Jan 2019 - Jan 2020

Team Leadership
• Lead team of 15 members in NY, NJ, and FL with annual budget of $2 million and develop veteran team members with agile product management and solutioning skills
Retail Operations
• Roll out and maintain over 30 custom design digital apps to 1,100 store associates to elevate client experience and increase store efficiency, including Clienteling app Virtual Products Catalogs, Time Tracking, and RFID app
• Improved service level of Retail Service Desk (6 agents, 1 manager) in Florida to 80% FCR for store issues by introducing new Service Delivery Manager role, changing agents, and introducing new processes

Head of IT Strategy & Governance

CHANEL | Jan 2017 - Jan 2018

Strategic Planning
• Owned overall priorities and P&L management for entire Technology department and created 3-year project road map and forecasting (up to $50 million)
• Leveraged PMO to exceed company and business units' objectives by advising CIO on projects' strategic value
Agile Transformation
• Hired consultant to coach IT department on agile practices and mindset
o Within 12 months 50% of IT team reported using these practices and business reported a noticeable difference in speed of execution, decreasing average project duration by 30%
• Created community of Change Champions to seed innovations regarding user-centricity, flexibility, and speed
• Introduced solutions for department to enable agile way of working

Director, E-Commerce IT

CHANEL | Jan 2012 - Jan 2016

Product Management
• Built new features on chanel.com including new payment methods, improved navigation, skincare guide, sunglasses virtual try-on, improving on-site search, virtual loyalty program, and product reviews, etc. o Drove annual growth rate for chanel.com US from 12% in 2014 to 27% in 2017
• Led Solution Delivery o First Fashion E-Commerce site of Chanel, now a top selling door for the brand worldwide for sunglasses o Product portfolio and vendors for 50+ projects ($4 million), on existing Fragrance & Beauty and Sunglasses E-commerce sites delivery teams, totaling up to 30 individuals and 10 service providers
• Launched 12+ online yearly campaigns to promote and sell new fragrance, makeup, skincare, and sunglasses' products on chanel.com such as Rouge Coco Gloss and Les Beiges generating up to $100K per campaign Performance Measurement
• Deployed o Web analytics leading to granular understanding of customer journeys and driving improvements on chanel.com to increase conversion rates o Heat mapping tool to improve usability and conversion of checkout and campaign pages
• Implemented marketing funnels to optimize and simplify customer journey, increasing conversion rates and employing analytics to improve customer on-site experience i.e. optimizing on-site search for faster results
Team Building
• Built and led external product delivery team of 22 professionals broken out into 4 teams including checkout and my account, Sunglasses, Fragrance & Beauty, and email marketing
• Hired and led team of 4 direct reports (2 product managers, 1 QA Lead, 1 BA)

Co-Founder & COO

Political Matchmakers LLC | Nov 2011 - Jul 2012

Mission-driven dating websites designed to connect the politically minded singles passionate about their views and meet significant others with similar views.
• Built solution for an online dating platform including user journeys and design
• Led with the CMO the marketing strategy and sites launch (10,000 members)

Consultant E-Commerce Technical Project Manager, FXB Consulting

RedCats USA | Feb 2010 - Oct 2011

• Lead projects on LaRedoute websites including new CMS, middleware, and product catalog
• Lead cross-functional teams with designers, developers, tester, infrastructure engineers, and business owners

Founder

FXB Consulting Inc. | Jan 2008 - Jan 2010

- Advised leaders of small and medium size companies on their IT needs and possible solutions
- Drove business development of new clients

- Managed day-to-day operations to create solutions for clients (internet sites, intra/extranet portals, CRM)

● Software Engineer

JCDecaux | Oct 2002 - Jan 2008

- Developed custom advertising pre-sales and post-sales mapping tools (.NET, C++)
- Developed internet, intranet, and extranet web sites (ASP, ASP.NET)
- Developed software and user interface for custom airport advertising kiosks (.NET, C++)
- Administered Oracle 9i databases for sales reporting and homegrown advertising sales tools

Education & Training

● Harvard Business School

Executive Education,

● Skidmore College

Bachelor of Arts,