



# Francois-Marie Neycensas

Chief Marketing Officer, Digital & Communication : Luxury global brand strategies & GTM to grow with unique equity.

Paris, France

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## Languages

English (Native)

French (Native)

## About

I am a Chief Marketing Officer, Digital Marketing and Communication Specialist, expert at developing global brand strategies with world-class Route-to-Market plans that quickly achieve sustainable and profitable growth with exceptional brand equity for Luxury and Premium Consumer Goods companies.

With full on-line P&L ownership, I excel at establishing digital footprints across client purchasing funnels while focusing on brand content activation and awareness to drive-up traffic generation and e-commerce conversion rates.

Reservoir Watch's new luxury venture required world-class 1st point of contact brand digital identity. As CMO, I created brand digital footprint from start. I innovated mobile 1st website, data management and analytics, managed SEO, technical and content then grew audience and traffic. I deployed social media strategy, roll-out and activation, created digital affiliations and deployed +300 annual campaigns. Succeeded in attracting +250k annual visitors, growing to +100m impressions, +2' duration visit and >30% bounce rate.

Reservoir Watch's new luxury venture needed to initiate online sales from new clients and markets with no distribution capability. As CMO, I designed digital purchasing journey and rolled-out e-commerce in 50 countries. I built a strategic project and set financial transaction delivery plans. I promoted in 50 countries and drove digital sales growth. Succeeded in delivering 30% global turnover growth, expanding sales in +5 luxury markets and ranking #70 in 20 countries in <2 years.

One of my core skills is utilizing an intrapreneurial mindset to entrepreneurially build new entities from scratch, deliver turnarounds or scaling-up of operations to establish a globally recognized market presence.

I am passionate leading and developing cross-functional international teams to drive design innovation and lead transformation program's and deliver world-class outcomes.

### Key Skills:

- Executive, C-Suite & Committee Leadership
- Team Leadership & Mentoring Excellence
- Marketing Strategy Formulation & Execution
- Senior Executive Market Intel & Insight
- International Transformation Projects
- Brand Management & Content Development
- Product Management & Innovation Pipelines
- Digital, TV, Print & Brand Communication
- Digital Marketing, SEO, SEA & SEM Growth
- E-Commerce & P&L Ownership
- Digital & Social Media Activation & Influence
- Trade Marketing & Business Development
- Shared Value & Sustainability
- Investor Management & Fund Raising

### BRANDS WORKED WITH

- Independent Luxury
- Nestlé France S.A.S.
- Nestle S.A.
- Procter & Gamble
- RESERVOIR watch

## Experience



### ● Chief Marketing Officer, Digital & Communication - Partner

RESERVOIR watch | Nov 2016 -

As Partner & Chief Marketing Officer for Digital & Communication, reporting to the Founder and CEO, I am responsible for establishing a new

luxury watchmaking brand in 20+ countries - Europe, Japan, USA, ASEAN and China. I act as P&L on-line owner, focusing on new business development, retail collaboration, leveraging trade marketing and international trade shows, digital affiliation and point-of-sale events. I am responsible for 30+ direct reports (permanents, freelances & agencies) and defining then executing strategic brand and GTM plan through €xxm (confidential) budget.

Key achievements include:

Created strategic "brand-book", values and communication, leading GTM execution, brand content and 360° communication execution across digital, movies, print and B2C and B2B events.

Created full digital journey from zero, leveraging website (UX/UI, Mobile, Data, SEO, Analytics, Growth) to social activation (CRM, E-mailing, Meta, YouTube/Google, LinkedIn, SEA, SEM, Influencing).

Achieved Outstanding community impact within TOP 20 global Media, becoming perceived as most Innovative Watchmaking House from >300 annual press features and >50m impressions.

Took P&L ownership for E-commerce in 50+ markets as >30% of turnover / x2 industry standard.

## ● NED & Board Roles

Independent Luxury | Jan 2016 -

- Luxury Start-Up Advisor & Investor: Confidential Projects: since 2016
- Start-Up Incubator: Station F, HEC Paris: Advisor Brand Building & Digital Marketing: since 2018
- Board Member: HEC Alumni Luxury & Creation Club: since 2019
- Luxury Investor: Jewelry JEM (Jewelry Ethically Minded), COWBOY (e-Bicycle): since 2017

## ● ExCo / Marketing & Sustainability Manager

Nestlé France S.A.S. | Jan 2013 - Dec 2015

As ExCo, Marketing and Sustainability Manager, reporting to the GM Strategic Coffee BU, I was responsible for developing sustainability strategies, for delivering profitable growth and creating shared value and roll-out initiatives to strengthen brand equity, retain clients and win external endorsements.

Key achievements include:

Developed communications across TV, digital and print for new ECO / Ethic products and services.

Led best-in-class European pilot initiatives, including LCA based environmental labeling and recycling.

Trained Generating Demand teams of ~250 to win 100% B2B tenders and rank #1 partner by customers

## ● ExCo / Consumer Marketing & Innovation Manager

Nestlé France S.A.S. | Jan 2007 - Jan 2012

As ExCo and Consumer Marketing & Innovation Manager, reporting to the GM Strategic Coffee BU, I was responsible for growing value market share of coffee business against private labels in retail. I was responsible for 3 reports and defining then executing strategic and operational plans through €5m budget.

Key achievements include:

Redesigned NESCAFE Masterbrand communication (TV, press, digital). New copy 1st at Millward Brown.

Drove European recipe reformulation and packaging redesign to achieve +30% incremental sales.

Delivered +105 bps in value market share.

Launched 1st strategic project in under 6 months, identifying significant +10 millions euros sales with positive margin

## ● ExCo & Global Innovation & Business Development Manager

Nestlé S.A. | Jan 2004 - Jan 2006

As Global Innovation & Business Development Manager and ExCo, reporting to the Global Operation Head, I was responsible for accelerating launch of top innovations across Nestlé Group and for developing new concepts, elaborating regional business plans, leading multi-market

teams to deliver profitable growth.

Key achievements include:

Agreed Board missions, scoping Infant Nutrition in Europe and Culinary in Central & South Americas.

Developed recruitment assessment center to hire 15+ leading sector talent, interviewing +60 candidates.

Identified corporate NPD process, leveraging external and internal best practices.

Launched new concept, delivering +10 millions CHF top-line in Americas and +10 in Europe.



## ● Earlier Career at Procter & Gamble and Nestlé

Procter & Gamble | Jan 1994 - Jan 2001

05/2001 - 12/2003: Nestlé: Global Manager at Operations Strategies & ExCo

06/1997 - 04/2001: Nestlé, France: Supply Chain Manager

06/1994 - 06/1995: Procter & Gamble, France: Engineering School Partnership

## Education & Training

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### 2016 - 2017 ● HEC Paris

Executive Master of Business Administration (MBA),

### 2007 - 2007 ● London Business School

Leadership @NESTLE,

### 2005 - 2005 ● INSEAD

Strategic Marketing Programme,

### 2004 - 2004 ● Northwestern University - Kellogg School of Management

Branding & Innovation,

### 2003 ● Amsterdam Institute of Finance

Project Valuation,

### 1992 - 1995 ● Arts et Métiers ParisTech - École Nationale Supérieure d'Arts et Métiers

Master of Engineering (M.Eng.),