



Claude Hagege

Global Digital Expert Advisor & Consultant - Retail & Corporate

Paris, France

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Languages

English (Work Proficiency)

French (Fluent)

About

High level business manager with more than 35 years of success stories. Available for any project over the world, do not hesitate in contacting. The most effective expert on Tactic and strategic narrow media marketing handling the full range of needs in a project: Marketing Approach, Concept and Design, R.O.I. management, Financial Support, Hardware/Software, Contents, Network, Management Services, Worldwide coverage, Contents Management, Network Operator, Media Planning. Specialties: Dynamic digital signage, Entertainment, Interactive Feature, Interactivity Experience, Point of Sale - POS atmosphere, Digital Retail Design ambiance, 360 environment. Behind of hundreds of companies and projects over the world in retail, luxury, entertainment, communications, technologies, I provide an unique combination of strategy, marketing, sales approach and IT consultancy, leading the full cycle of projects with pragmatic approach to highlight issues in existing organisation, workflow and processes, bringing solutions and introducing emerging technologies and leverage usages in very competitive market segment.

BRANDS WORKED WITH

- Alpha Aleph
- Broadstam
- CHANEL
- Chanel Corporation
- Different Companies
- Digital Power Display
- Eitc - du
- Estee Lauder Companies
- Fibro S.A.S.
- Fibro Telecom
- Fnac
- Iconmytv
- Meeddya Mea
- Mirabell Studio
- No Diclosure
- No Disclosure
- Shekel Brainweight
- the Luxury Network - John Paul
- The Meeddya Group
- the Meeddya Group Holding Company

Experience

- Retail Project Consultant**
 Shekel Brainweight | Jan 2020 - Now
- Global Consultant**
 Alpha Aleph | Jan 2020 - Now
- Global Digital Signage Project Consultant**
 Chanel Corporation | Jun 2017 - Now
 Beauty and Perfumes, Watches and Fine Jewellery June 2017 - Current
 DU, Telecom Operator, Dubai (UAE) Consumer Channel & Corporate – Digital Signage Project Director (full time consultant) Feb. 2006 - June 2007
- Methodology & Workflow Consultant**
 No Diclosure | Nov 2017 - Now
 Refine SOW, tools usages and responsibilities. Refine workflows, enhance scope timelines and efficiency.
- Global Operations Workflow Consultant**
 No Disclosure | Jan 2017 - Now
 redefine teams organization, marketing and operational work flows in order to save on costs, time and expand sales
- CTO Consultant**
 Mirabell Studio | Jan 2016 - Now





- **Global Digital Expert Consultant for Fragrances & Beauty, Watch & Fine Jewelry**

CHANEL | May 2015 - Now

- **Company Owner**

Broadstam | Aug 2008 - Now

Digital in Retail Consulting. See my bio for more information



- **Group Chairman & CEO**

The Meedhya Group | Aug 2008 - Now

- **Project Management Director**

Different Companies | Aug 2008 - Now

I am doing project management interim for many companies in UAE, Qatar, France including business models concept, proof of concept, sourcing management, delivery management, commissioning management.

- **Owner**

Iconmytv | May 2006 - Now

ICONmyTV will provide the first real "a la carte" television channel on which, each subscriber will be able to select what he wants to watch when and where he wants to watch it. ICONmyTV allows capability to anyone to select any TV program from any channel back up to 30 days. The solution works on TV, PC, Mobile phones (with video capabilities) and Mobile Media Players.

- **Digital Signage Project Consultant**

Estee Lauder Companies | May 2017 - Aug 2018

- **Global Strategy Consultant**

No Disclosure | Jan 2017 - Feb 2018

Leading strategy and organization for a startup launch.

- **Strategic Marketing Manager Consultant**

the Luxury Network - John Paul | Jan 2013 - Apr 2014

- **Global Digital Signage Project Director (full time consultant)**

the Meedhya Group Holding Company | May 2010 - Jun 2017

Fashion, Beauty and Perfumes, Watches and Fine Jewellery, Corporate May 2010 - June 2017 THE MEEDHYA GROUP HOLDING COMPANY, Corporate Level Extended Digital Signage Specialized Services, Retail Improvement, France, USA, Middle East Group Chairman, President & CEO 25 m€ annual incomes - 14 people direct - 600 indirect October 2005 - current



- **Digital Signage Expert - Global Project Manager Consultant**

CHANEL | May 2010 - Jun 2015

Global Project leadership management



- **President & CEO**

The Meedhya Group | Jan 2007 - May 2010

Entertainment Meedhya provides media entertainment and event designs to business customer matching their requirements and improving customers' journey.

- **Director of Business Development**

Meedhya Mea | Aug 2007 - Jul 2011

The Meedya Group (www.meeddyagroup.com) is a worldwide experts in Strategic Media Marketing and leader in digital signage projects management. Our offer cover a project from A to Z including pre-project management and business model delivery. I am the Director of the Dubai office. My main activities are:

- partnership development
- market development
- high level project management
- daily company management

- **Consumer Channel & Corporate Audiovisual M/DDS/Interactivity Project Director (Consultant)**

Eitc - du | Feb 2006 - Jul 2007

- handling the full dynamic digital signage network and interactivity features for DU (Retail, Corporate and Business Dpts)
- areas design accompany
- Audio and Video feature project management
- design of the network
- selection of the technologies used
- selection on the software/hardware
- roll out and fit out management
- contents creation consultancies
- implementation management
- production management

- **Marketing Communication & Sales Manager**

Fibro S.A.S. | May 2003 - Dec 2004

My business is to create market business on import products catalogs. If you want to develop your business in France or in Europe, DO NOT hesitate to contact me. On first step, send me your product catalog and all datas I need to audit your business, then I will be able, if it is possible to do it, to start and develop your business in their countries. I work only on High Technologies Market.

- **President & CEO**

Fibro Telecom | Jun 1997 - May 2010

Fibro Telecom provides telecommunication solutions for entrprises like videoconferencing, teleconferencing and streaming.

- **President & CEO**

Digital Power Display | Sep 1996 - May 2008

Digital Power Display provides high-end turnkey solutions in audiovisual for home installation including home design, biometrics, domotics and security elements.



- **Responsible Produits Son-Informatique-Téléphonie**

Fnac | Jan 1994 - Jan 1996

- **Sales Manager**

Fibro Telecom | Jan 1988 - Jan 1989