



Veronique Rousseau

General Manager Marketing

Rennes, France

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Languages

English (Work Proficiency)

German (Basic)

About

MARKETING AND DIGITAL DIRECTOR - CLIENT & OMNICHANNEL TRANSFORMATION
#RETAIL #ECOMMERCE

Passionate about the client & the product, I am aiming for a new challenge in a business-oriented company, with transformation stakes,

BRANDS WORKED WITH

Spl Destination Rennes

Yves Rocher

Yves Rocher France

Experience

● GENERAL MANAGER

Spl Destination Rennes | Jan 2022 - May 2022

Develop Affairs & Leisure tourism for Rennes Metropole



● MARKETING DIRECTOR

Yves Rocher France | Sep 2014 - Dec 2021

Turnover 2019 : 621M€ - 8M° Clients -Reporting to the CEO - 45-50 people - Omnichannel transformation context 4 departments : CRM & Data Business Intelligence (2014) - Trade Marketing (2017) - Operational Marketing Products (2019) Contribute to the market strategy : diagnosis - 3Years Plan- Turnover Forecasts Manage the 360 marketing plan for Retail & Ecommerce (Themes, Assortment, Pricing & commercial policy)- Investments 60 M€ - Define & Implement CRM Retail & ecommerce plan, international master Define & Implement Retail marketing plan (permanent and animation merchandising) Contribute to the product development of the brand Lead the commercial policy transformation (gifts & promotions) Lead omnichannel projects : Data, New loyalty program, Salesforce campaign management tool , Convergence of Retail & ecommerce marketing plans Development of the market share and brand expertise image Many prizes won for the brand in France (Retail, E-commerce, Customer Relationship)



● MAIL ORDER BUSINESS DIRECTOR

Yves Rocher France | Sep 2009 - Dec 2016

45 people - Responsibility of the Mail Order business P/L Manage revenue decline and maintain profitability Implement a new marketing plan, adapted to a senior customer target Implement a new Franco-German organization Over-performing Results - Managerial Success



● COMMERCIAL COMMUNICATION DIRECTOR

Yves Rocher | May 2004 - Sep 2009

20 - 30 people . : In a very promotional brand,the stake of these 2 jobs was to create 2 new international departments, one for Mail Order Organization (2004-2007) and the other one for Retail (2007-2009), in order to : Develop communication toolboxes & insure their international deployment Lead the transformation of the store's commercial animation areas (new concept in 2008) Evolution within Mail Order Department



● Mail Order Active Customer Manager

Yves Rocher France | Jan 1999 - Jan 2003

Develop the loyalty of customers (4millions of Clients)



● Mail Order New and Passive Customer Manager

Yves Rocher France | Jan 1997 - Jan 1998

Develop the loyalty of new customers & develop the retention plan for inactive clients



- **Mail Order Campaign Chief**

Yves Rocher France | Jan 1994 - Jan 1996

Operational Marketing : Managing 4 mail order campaigns and the following activities activities: business performance analysis, offer , communication flow (from brief to printing) , logistic , customer satisfaction

Education & Training

2018 - 2020 ● **PARIS DAUPHINE PSL - UQAM**

MBA, EXECUTIVE MBA

1990 - 1993 ● **ECOLE SUPERIEURE DES**

Master 2, ESSCA