



Adrien Potencier

International Influence Group
Manager chez Hennessy

Paris, France

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

Anglais

Dutch

French

Italian

Spanish

About

BRANDS WORKED WITH

CHANEL

Hennessy

LVMH

MAKE UP FOR EVER

Experience



● International Influence Group Manager

Hennessy | Jan 2019 - Now

- Definition and implementation of the international influence plan for Hennessy
- categories: global launches, local support for markets
- Negotiation & Management of global partnerships definition of the strategy,
- management of influencers & celebrities.
- Launch of the the global deal with the NBA
- Sourcing and management of artistic collaborations, content production & media partnerships
- Cultural & community infiltration strategy: collaborations with hip-hop artists and labels, events sponsoring, cultural content strategy
- Coordination of listening analysis, activation reportings, corporate and crisis communication



● Europe 360 Communication Manager

MAKE UP FOR EVER | May 2016 - Dec 2018

- Set up of the Global Digital Influencers Strategy for the Europe Market (15 countries), local activations
- X3 of the brand noise in Europe in one year (source Radarly / Linkfluence), TOP 10 digital makeup brands
- Management of the social medias & digital media campaigns, creation of new digital campaigns with successful launches (Waterblend, X3 in the sales after the digital campaign)
- PR & E-PR Coordination, organization of brand events
- Launch of the Europe Talents Relationships makeup artists strategy
- Management of local social medias - Reach of the official accounts X 2 in one year



● Business Unit Manager - TV & Cinema Academy

MAKE UP FOR EVER | Jan 2014 - May 2016

- Launching strategy of the project (Business & Financial Plan), events, marketing, digital, ...
- Business development
- Partnerships with Cinema companies



● Business Development & Partnerships Manager

MAKE UP FOR EVER | Oct 2010 - Jan 2014

- Business development, sourcing of new customers, groups strategy, tradeshows
- Coordination of the Marketing - Communication strategy
- Sourcing of new partnerships
- Organisation of brand events



● Business Analyst

CHANEL | Mar 2010 - Oct 2010

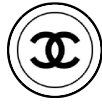
- Quantative and qualitative surveys of the business, sell in and sell out, profitability of the different markets and points of sales
- Budgets and P&L building and follow up
- Benchmarks with competition



- **PR & Communication Manager**

LVMH | Feb 2008 - Mar 2010

- Public and PR events for Dior, Givenchy, Guerlain and Acqua di Parma, follow up of the journalists
- Launching of a digital PR strategy
- Benchmarks with competition
- Coordination of special projects : new CRM database, new photothèque for Dior



- **International Media Coordinator**

CHANEL | Jul 2006 - Aug 2007

- Coordination of the international media strategy for Europe and Middle East
- Media budget surveys
- Operational coordination of digital campaigns

Education & Training

2004 - 2007

- **ICN Nancy**

Master Grande Ecole,

2002 - 2004

- **Saint Paul**

Prépa HEC,