



Benjamin Buisson-Gerst

Marketing/Sales. Management. Content/Media.

📍 Paris, France

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Languages

English (Fluent)

French (Native)

Spanish (Basic)

About

Marketing/Sales. Management. Content/Media.
Strategic. Entrepreneur. Organizer. Maximizer. Collaborative.
International profile, fluent in English & French.
8 years of experience in Marketing/Sales & 5 in Management.
Product- and customer-focused. Expertise in eRetail.

BRANDS WORKED WITH

Bascule

Eridan

General Mills

QVC

Experience



● Head of Media Agency (bascule.media)

Bascule | Jan 2021 - May 2023

- Advise FMCG brands to strengthen their eRetail performance
- Direct bascule.media subsidiary (media agency specialized in digital media campaigns & content production)
- Recruit & manage a team of 5 team members
- Drive P&L
- Define sales and marketing strategy
- Identify and develop business partnerships (collabs & clients)
- Business Development
- Clients : Pernod Ricard, Savencia, Bjorg, Bonduelle, Fleury Michon, Lactel, Teisseire, L'Oreal...



● Partnerships & Marketing Manager

Bascule | Sep 2020 - Dec 2020

- Marketing and sales strategy
- Business partnerships
- Media agency business development



● Marketing & Business Development Manager

General Mills | Jun 2020 - Sep 2020

- Optimize the marketing strategy for Out Of Home/Single products and trade marketing policy with category reviews and ROI analysis
- Define Route To Market plan for Out Of Home segments (focusing on Snacking and Convenience) to launch new brand, Liberté (yogurts), and new ranges, Nature Valley (cereal bars) and an ongoing project
- Closely collaborate with the KAM team (marketing plans, sales supports, assortment & storytelling/trade)
- Identify market opportunities (analyzing consumer trends, developing quanti/quali studies...)
- Brand portfolio : Yoplait, Häagen-Dazs, Nature Valley & Old El Paso
- Report to OOH/Private Labels Director
- Temporary contract - Covering maternity leave



● Head of Product Marketing & Content Production

QVC | Apr 2018 - Jun 2019

- Manage a multidisciplinary team of 12:
 - Marketing: 5 Marketing Product Managers
 - Audiovisual Media: Photographer, Graphic Motion Designer, Production Manager, Editor, Content Scheduler, Sound Engineer & Editor Apprentice.
- Responsible for multi-platform sales strategies for all product categories (ie Beauty & fitness, Home, Home Innovation, Kitchen, Jewelry and Fashion & accessories)
- Facilitate the marketing plans developed by my team
- Identify strategic business opportunities to maximize sales and to get new customers while converting current customers into repeat/loyal ones
- Define and monitor category and business KPIs
- Control the multichannel promotional content and activities budget

- ° Prioritize and optimize the marketing vision of media creation
- ° Monitor and improve the team's performance
- ° Participate in merchandising strategy and cross-disciplinary projects
- ° Develop a French entrepreneurs incubator program (QVC Next)
- ° Think about new thematic TV shows
- ° Supervise the brand identity/visuals and QVC's tone of voice
- ° Recruit, train and support team members
- ° Work on developing and upgrading training programs, work processes and tools
- ° 2018 vs. 2017: Orders x1.5 & Productivity +70%
- ° Share QVC's values and sales philosophy across the company
- ° Work both in French & English
- ° Report to Director of TV Production (expatriate from QVC USA)



● Head of Product Marketing

QVC | Feb 2017 - Mar 2018

- ° Manage a Marketing team of 5: 4 Product Managers & 1 Assistant Product Manager
- ° Responsible for multi-platform sales strategies for all product categories (ie Beauty & fitness, Home, Home Innovation, Kitchen, Jewelry and Fashion & accessories)
- ° Facilitate the marketing plans developed by my team
- ° Identify strategic business opportunities to maximize sales and to get new customers while converting current customers into repeat/loyal ones
- ° Monitor and improve category KPIs & team performance
- ° Participate in merchandising strategy and cross-disciplinary projects
- ° Recruit, train and support team members
- ° Work on developing and upgrading training programs, work processes and tools
- ° Share QVC's values and sales philosophy across the company
- ° Work both in French & English
- ° Report to Director of TV Sales (expatriate from QVC USA)



● Marketing Product Manager/Category Manager (Home category)

QVC | Jul 2015 - Feb 2017

- ° Manage and position the Home category's brands portfolio (ie sub-categories: Electronics, Decoration, Household, Bedding, Garden/Outdoor, DIY, Gift, Storage, Cleaning, Pet Care & Seasonal)
- ° Define and communicate marketing & sales strategies
- ° Monitor and analyze the category performance (promotion, merchandising...)
- ° Collaborate on merchandising strategy and content production of the category
- ° Develop multichannel marketing plan (eCommerce, social media & TV)
- ° Organize and produce TV shows (visual merch/set, cue sheet, selling speech...)
- ° Participate in launching the French subsidiary of this American retail leader
- ° Work both in French & English
- ° Report to Category Production Manager (expatriate from QVC Italy)
- ° Position name at QVC: Category Producer



● Marketing/Sales (B2C & B2B) Intern

Eridan | Mar 2014 - Aug 2014

- ° Marketing: Market studies, product launches, digital marketing partnerships (with bloggers), merchandising plans, event coordination & benchmarking
- ° Define sales strategy for 'Out-of home catering' and mass-distribution segments

Education & Training

2014 - 2015

● University of Minnesota - Carlson School of Management

Master of Business Administration (M.B.A.),

- 2013 - 2015 ● **iaelyon School of Management**
Master's Degree,
- 2012 - 2013 ● **Liverpool Hope University**
Studying abroad program in the UK,
- 2010 - 2013 ● **iaelyon School of Management**
Bachelor's Degree,