



Patrice Delebecq

CMDO (C-Level Executive) | Empowering Teams & Customers to enrich user experience key to success for brands | Successful track record in omnichannel Retail Industry

Lille, France

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Links

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Languages

English (Work Proficiency)

French (Native)

About

As a highly experienced marketer, my purpose involves engaging employees/customers in a memorable experience with the brand, empowering them to enrich user experience. A real passion that's driven me every day for 20 years ! It's definitely a long road :-) ... but it's the way to turn thoughts in things and dreams into reality ... and the key to success for brands

Naturally motivated by challenges within stimulating environments which strongly create Human and Customer value.

Hard & Soft Skills :

- Brand strategy
- Omnichannel customer experience
- Customer relationship & services strategy
- Customer data & business performance
- International project management
- P&L management

- Vision
- Leadership
- Strategic mindset
- Decision making
- Change management
- Results centric

- Ability to motivate and engage teams
- Ability to see and develop talents
- Ability to transmit know-how

- English (TOEIC : 855/990)
ETS Global certification 08/23

BRANDS WORKED WITH

Castorama

Franchising

Kiabi

Kiloutou Groupe

Ministère de l'Éducation nationale

Experience



● CHIEF MARKETING AND DIGITAL OFFICER

Kiabi | Jul 2017 - Jun 2022

KIABI : French apparel market leader for over 40 years !
Turnover : € 1.4 bn - 340 stores | 1 website

Under the responsibility of the Managing Director for France :

- Improving brand's omnichannel customer experience to raise revenues
- Increasing omnichannel customer portfolio
- Building and running customer data relevant to local business
- Digitising customer communication while optimizing Ads costs
- Managing teams (25 talents directly / 10 indirectly)
- P&L : running a yearly budget of € 39 million

Greatest achievements :

- Market share gain : + 0.5 pts (2015/2021)
- Growth of digital turnover : share from 5 % to 15 % (2015 / 2021)

- Customer satisfaction : NPS 2021 : + 65 (+ 240% vs 2015)

- Customer loyalty program revitalization(2017)

Customer loyalty activity 2021 :

- 7.5 million of active customers 12 RM (+ 3% vs 2019)

- 1.2 million of customers gained / year (60% store / 40% web)

- 17 % of omnichannel customers (+ 70% vs 2019)

- Rate optimization of Ads costs : + 0.4 pts (2017/2021)

- Media mix transformation : 60% of investments dedicated to digital in 2021 (32% in 2019)



● CUSTOMER MARKETING MANAGER

Kiabi | Jan 2015 - Jun 2017

- Implementing the customer relationship strategy for France

- Supporting different countries (Spain, Italy, Russia ...) in developing their

local customer relationship strategy

- Management of the loyalty program and omnichannel services

- Digitalisation of the Customer Journey



● CUSTOMER MARKETING MANAGER

Castorama | Jul 2011 - Jun 2014

French DIY Leader - 102 stores / 1 Website

- "Castorama, c'est castoche" - new brand platform :

making DIY accessible to more people by offering multi-channel pedagogical content & services ("how to" videos, in-store training, memo sheets, experimentation areas to test products which resulted in improved purchase rates)

- Defining strategic orientations /associated means of developing product offer awareness among customers

- Customer experience and market analysis of competitors to improve lifetime value



● INTERNATIONAL TRAINING MANAGER

Kiabi | Jan 2011 - Jul 2011

Drafting and deployment of pedagogical principles (face-to-face, tutoring, e-learning), supporting different countries, developing training evaluation policies and tools



● ONLINE BUSINESS PRODUCT MANAGER

Castorama | Aug 2009 - Jan 2011

Developing the online business activity of technical product categories (plumbing, heating, electricity, tools ...) for Castorama's Website (turnover € 11 million, 35 million views/year, 50 K refs)



● TRAINING MANAGER

Kiloutou Groupe | Feb 2004 - May 2005

Defining and managing the blended training plan for the 1500 employees (160 rental agencies), training for managers, sales advisors, technicians



● REGIONAL TRAINING MANAGER

Castorama | Sep 2002 - Sep 2003

- Defining and managing the training plan for the 1200 employees of the Northern Regional Direction (15 stores), training for managers and sales advisors



- **HISTORY AND GEOGRAPHY TEACHER**

Ministère de l'Éducation nationale | Nov 1999 - Apr 2002

•Teaching History and Geography (pupils in year 7 & 10)

- **B to C Entrepreneur**

Franchising | Sep 2022 - Jun 2023

Studying a Franchise project to take over 2 local food stores : omnichannel business model design, resources definition, locations seeking

Education & Training

2002 - 2003

- **IAE (Lille University School of Management)**

Master's degree, Business with a Human Resources option

1999 - 2001

- **Université Charles-de-Gaulle (Lille 3)**

Master's degree, History

1994 - 1994

- **CREPS Wattignies**

Sports Educator Certificate Preparation, Sports