

Stéphane KEULIAN

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Please visit my blog for detailed review of job experience : www.stephanekeulian.com

SKILL SET

BRAND MANAGEMENT: From brand positioning strategy to sharp focus on operational execution.

STORE CONCEPTS: Enhance both shopper experience and revenues.

B TO B MARKETING: Create marketing & sales toolkits and participate in B to B negotiation.

WORK EXPERIENCE

SINCE FEBRUARY 2016 : STEPHANEKEULIAN.COM

Retail blogger with a focus on in-depth personal analysis on store concepts. 10,000 page views per month on average. My blog has been added on the "Mapic Influencers" list.

JUNE - DECEMBER 2015 (CONSULTING MISSION): BLEU LIBELLULE

BLEU LIBELLULE is a French leading professional hair products retailer with more than 110 stores throughout the country. The mission consisted in re-positioning the brand and its retail concept in order to enhance the shopper experience and increase revenue. A six-month in-depth audit of the stores and the brand allowed me to identify drivers for optimization. I recommended a new store concept (new layout that sticks to the customer path, creation of new promotional areas, new signage system, upgraded look and feel). The first pilot store opened April 2016.

APRIL 2014 - DECEMBER 2014 (TEMPORARY CONTRACT): MARKETING DIRECTOR AT COMPAGNIE DE PHALSBOURG

COMPAGNIE DE PHALSBOURG is a real estate development, investment and management company, which ranks among the major players of the French real estate market.

In charge of the positioning and branding of a new premium outlet development (140 stores, 20,000 m2 GLA) located in the Lyon area and set to open in 2018. I managed the creation of the B to B leasing toolkits (corporate brochure, website, social media networks, trade fairs).

SEPTEMBER 2012 – APRIL 2014: MARKETING DIRECTOR AT ONE NATION PARIS

Opened in late 2013, ONE NATION PARIS is an exclusive outlet shopping center in the Paris region (24,000 m2 GLA, 100 stores) which offers 30 to 70% discount on luxury and fashion brands.

In the development process of the project, I was responsible for the positioning and branding strategy, as well as the creation of a comprehensive range of leasing marketing tools (B to B websites, leasing app, communication campaigns, PR and influence initiatives, emailing and newsletters, trade fairs). In 10 months time, 70 leases had been secured and a major competing project in the same catchment area had to be cancelled.

Once the shopping center opened, I was in charge of the B to C marketing strategy and operational execution (full digital ecosystem, events, sales promotion, loyalty program).

MAY 2010 – SEPTEMBER 2012: MARKETING DIRECTOR AT CORIO FRANCE

In 2010, CORIO was one of the major European property company specialized in retail with more than 200 shopping centers in 7 countries.

I was responsible for turning 2 major shopping centers in the Corio France portfolio into "favourite meeting places" (Corio's corporate strategy on a European level) in order to enhance both their commercial performances and their images among retailers.

The process especially included shopping center brands re-positioning, social media investments to connect with the local communities, sales promotion, and a series of original events held on a regular basis.

These initiatives resulted in footfall increase, regular media coverage and a boost in new leasing contracts as the shopping centers showed new vitality.

Furthermore, I was regularly involved in marketing workshops on an international level to share the best marketing practices.

MARCH 2007 - MAY 2010: MARKETING DIRECTOR AT COMPASS GROUP FRANCE

In charge of the re-positioning of Eurest brand, dedicated to the business and industry sector in France with nearly 1,000 restaurants, as well as the creation of new restaurant concepts (take-away options, brasserie and corporate restaurants).

To support the sales department, I was also regularly involved in calls for tenders.

To support the operation department, I set up a new trade marketing plan with some global FMCG brands to increase the restaurant revenues. It resulted in 1 million euro additional revenue.

MAY 2004 – MARCH 2007: STORE CONCEPT DIRECTOR AT INTERMARCHE

Responsible for the "MAG3" new store concept of the French supermarket chain (2,000 stores) that provided comprehensive solutions to increase store performances.

I was responsible for defining the key elements of the concept and for ensuring its implementation among independent store owners through both in-house and external teams.

With more than 1,000 stores implemented within the first 18 months, MAG 3 resulted in a dramatic boost on sales for INTERMARCHE which market share gained 1 point.

AUGUST 1995 - MAY 2004: PRIVATE LABELS MANAGER AT INTERMARCHE

I was responsible for the positioning and the development of private labels on several food markets through new products launches, new packaging designs, promotion and communication annual plans.

I managed a team of 15 people.

EDUCATION

ESSEC BUSINESS SCHOOL : Advanced Master in marketing management (1993)

BACHELOR AND BUSINESS MARKETING DEGREE AT DIJON SCHOOL OF BUSINESS (1989 – 1992)