

mickael soleau

## Chief Marketing & Digital Officer



International Chief Marketing & Digital Officer with 20+ years across FR/UK/US/BE

At Kréfel, Led the strategy that drove sustained growth & strengthened e-commerce's role in the channel mix and P&L.

My emphasis: apply data-driven marketing and omnichannel initiatives to accelerate growth and embed digital transformation.

### Compétences clés

- ▶ Digital Transformation & Omnichannel Strategy
- ▶ E-commerce Management & Marketplaces
- ▶ P&L Management & Business Development
- ▶ Data-Driven Marketing & CRM
- ▶ Branding & Go-to-Market Strategy

✉ mickael.soleau@gmail.com  
☎ +33622021209

## EXPERIENCES

### Chief Marketing & Digital Officer

Kréfel - Since July 2020

KRÉFEL  
La vie en mieux

- ▶ Kréfel is part of the Boulanger Group (UnitedB) in France.
- ▶ Member of the Executive Committee, managing 30 FTE. Digital P&L ownership
- ▶ Kréfel Turnover >400M€. Online revenue grew double digits in the past 3 years, doubled online market share in 5 years.
- ▶ Led the Omnichannel Strategy : e-commerce, trafic, CRO, content, UX, merchandising, branding, customer data or retail media.
- ▶ Launched the new brand platform & tagline "la vie en mieux", ESG/CSR Leader

### Advisor

Auto 5 - Since January 2022 - Belgium

Auto 5

Non executive Advisor for Auto 5 Belgium (Norauto Group)

### Director of the digital development & partnerships

Boulanger - November 2016 to July 2019 - LILLE - France

boulanger

- ▶ Led the digital development Business Unit: built new digital revenue streams that generated over 100 M€ incremental in 2 Years
- ▶ Managed Boulanger "2nd Life", the newly launched internal marketplace, new partnerships and the mobile & Apps strategy
- ▶ Launched external marketplaces at Auchan, La Redoute, Rakuten, Galeries Lafayette...

### E-commerce director

Printemps - January 2012 to 2016 - Paris - France

PRINTEMPS

- ▶ Director of E-Commerce operations for the Printemps Group
- ▶ launched citadium.com oct 2012
- ▶ built the e-commerce team (ECRM/SEO/SEA/Analytics/UX).
- ▶ Due diligence acquisition of Place des tendances
- ▶ launched the First ever Printemps eshop for the 150 years anniversary (2015)

### Director of E-commerce

Made In Sport - January 2009 to December 2011 - Paris - France

made in sport

- ▶ Management of the official webshops Roland Garros, Tour de France, OM, OL, ASSE, 24h Le Mans, Dakar, FFF, Renault F1, Stade Rennais...
- ▶ Member of the executive committee

### Marketing director

Jessica London - Redcats USA - February 2007 to January 2009 - Boston & New York - United States - Massachusetts

JESSICA LONDON

- ▶ Marketing online & offline, branding
- ▶ >\$100 Millions turnover, 70% Web
- ▶ Member of the executive committee

### Marketing director

Redoute USA - Redcats USA - March 2004 to January 2007 - Full-time - New York - United States - New York

REDCATS USA

- ▶ +40% growth in two Years
- ▶ Brand repositioning
- ▶ Member of the executive committee

## CRM project manager

La Redoute - March 2001 to February 2004 - Roubaix - France



La Redoute lead for a Loyalty program test between Conforama/Fnac/Printemps/Redoute

## Customer acquisition manager

La Redoute Benelux - April 1999 to March 2001 - Estaimpuis - Belgium



Commercial plan for new customers & reactivation

## Coordination manager

La Redoute UK - June 1996 to March 1999 - Bradford - United Kingdom



Adapt the organization to the rapid growth of the business  
Project coordinator launch of Vertbaudet UK.

## Marketing executive

Rank Xerox - November 1995 to June 1996 - Part-time - Londres - United Kingdom

RANK XEROX

## SKILLS

### Digital & E-commerce

- ▶ Digital Marketing
- ▶ Ecommerce & marketplaces
- ▶ Digital Strategy
- ▶ Customer Care



### Marketing

- ▶ Branding
- ▶ Customer Data
- ▶ data driven marketing
- ▶ Commercial plan



### Leadership & Management

- ▶ International culture
- ▶ Communication
- ▶ Large team Management



### Languages

- ▶ English (fluent)
- ▶ French: mother tongue
- ▶ German
- ▶ Dutch



## EDUCATION

### Master 2 Comex

Université des Sciences et Technologie Lille 1

September 1994 to 1996

DESS comex Franco British, International trade

### Master of Science

Stafforshire University

September 1995 to June 1996

Major in Business: European Business strategy

## Maitrise ès Sciences Economiques

Université des Sciences et Technologie Lille 1

1993 to 1994

## Licence ès Sciences Economiques/ BA Business

Ohio Northern University

1992 to 1993

Exchange program between Ohio Northern Univ & USTL Lille 1

Major in Marketing and Business

## Deug ès Sciences Economiques

Université des Sciences et technologies Lille 1

1989 to 1992

## INTERESTS

### Music

piano

### Sports

Tennis, running, Golf

### Events

member of the editorial committee of the One to One Retail Ecommerce show since 2018