

mickael soleau Chief Marketing & Digital Officer

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

At Krëfel, Led the strategy that drove sustained growth & strengthened ecommerce'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



FXPFRIFNCES

Chief Marketing & Digital Officer

Krëfel - Since July 2020

KRËFEL

- ▶ Krëfel is part of the Boulanger Group (UnitedB) in France.
- Member of the Executive Committee, managing 30 FTE. Digital P&L ownership
- ▶ Krëfel 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

Printemps - January 2012 to 2016 - Paris - France

- 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

mape(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

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

- 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



- ▶ +40% growth in two Years
- Brand repositionning
- 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

BANK XEROX



📋 SKILLS 🛚

Digital & E-commerce

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

Leadership & Management

- International culture
- Communication
- Large team Management



Marketing

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

Languages

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







September 1994 to 1996 - Master 2 Comex - Université des Sciences et Technologie Lille 1

DESS comex Franco British, International trade

1993 to 1994 - Maitrise ès Sciences Economiques -Uiversité des Sciences et Technologie Lille 1

September 1995 to June 1996 - Master of Science -Stafforshire University

Major in Business: European Business strategy

1992 to 1993 - Licence ès Sciences Economiques/ BA **Business - Ohio Northern University**

Exchange program beween Ohio Northern Univ & USTL Lille 1 Major in Marketing and Business

1989 to 1992 - Deug ès Sciences Economiques - Université des Sciences et technologies Lille 1



Music

piano

Sports

Tennis, running, Golf

Other

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