

# Julien Duminy

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## PRODUCT AND PROJECT MANAGEMENT EXECUTIVE

A business leader with over 17 years of experience in direct marketing and professional online services. Extensive leadership experience blending professional services, relationship management, and operational management, to help companies achieve growth while improving customer experience. Leader at identifying issues affecting business performance and devising innovative solutions. Associate at [CTO Partners](#). Core competence includes:

- ◆ Direct Marketing and Communication
- ◆ Lead Nurturing and Marketing Automation
- ◆ Usability and Conversion Rate Optimizations
- ◆ Change Management
- ◆ Transversal Project Management and delivery
- ◆ Web Analytics and reporting

## PROFESSIONAL CAREER AND KEY ACHIEVEMENTS

Capacity Planning Engineering Program Manager Lead, **Criteo** 09/2018 - Present Paris, France

Leading the team that builds infrastructure budget plan worldwide (\$1B for the next 5 years). Responsible for capacity planning forecasts, based on internal/external factors, budget plan definition, allocation and execution. Focusing Product and Business Development teams to improve projects and partnerships profitability by leveraging infrastructure usage costs of projects.

- Defining infrastructure long term view, challenges, budget needs, P&L analysis, and defending that vision before C-levels & Board members.
- Identifying new data center opening needs, defining optimal locations and supervising ramp up plans to sustain massive growth (30K servers, 7 sites, +50% per Y).
- Building profitability analysis and automatized tools to reallocate resources optimally to support business objectives.
- Coordinating R&D team efforts to sustain high level objectives against the building & running costs of applications.
- Securing Infrastructure scalability to support major sales events (Black Friday)

Head of Global Expansion, **Criteo** 05/2015 – 09/2017 Paris, France

Retain overall responsibility of Criteo platform expansion, spanning +130 countries. Driving infrastructure and business ramp up, especially in APAC & China. Focusing the Sales & Operations teams to provide and update reliable business forecast to support future infrastructure investments.

- Consolidated a strong business case for a data center in Mainland China, then leading a Virtual Team across many departments and geographies to accelerate delivery while maintaining high quality of services.
- Drive APAC data centers upgrade to support business growth in SEA and support key projects including platform mirroring, flawless countries & accounts migrations, and RTB partners' location optimization to reduce latency and timeouts.
- Acted as spokesperson for the entirety of the Criteo business with major partners (Top management from Huawei, Baidu, Adage, Singtel, NTT, Yandex, Equinix...).
- Defined and communicated Criteo Platform vision to Criteo Leadership Group.
- Coordinated R&D, Product and Sales teams to implement platform resiliency and proceed with data centers failover tests.
- Implemented robust infrastructure dashboards to monitor data centers usage per country, analyse technical costs per entity, identify and fix traffic origin inconsistency, and estimate carbon footprint to promote renewable energy purchasing.

Advertising Platform Senior Product Manager, **Criteo** 07/2011 – 05/2015 Paris, France

Retain overall responsibility of marketplace roadmap's successful implementation. Providing a superior set of services to Customers (internal and external). Focusing the Operating Environment to adopt customer centric behaviour at the core of business processes. Leading online services optimization that result in either cost savings, change in strategic focus or improved customer response time, to achieve further growth and profitability.

- Managed major projects impacting all countries, with strong project governance and consistent margin, over a period of three years; while maintaining a customer centric approach to ensure improved levels of services at lower costs to the organization.
- Responsible for direct communication with customers through Criteo Marketplace with a transformational focus aimed at driving customer satisfaction to the highest level, internally and externally, supporting the business at creating a customer base that advocates for Criteo solution as the advertising partner of choice (Criteo welcome pack newsletters sent to +10 000 subscribers, localized in 9 languages, with a +40% opening rate).
- Redesigned Marketplace Platform and Communication tools to proactively focus on Customer empowerment in self-service mode, working with Cross-Functional teams to identify issues early on and raise visibility of areas that may impact Customer's ability to engage more budgets with Criteo. In a nutshell, passive advertisers have been reduced by 10%, an additional 20% of Criteo customers signed to automatically renew their budgets, the quality of the customer's technical integration improved by +9%.

Senior Product Manager EMEA, **Companeo** 07/2006 - 07/2011 Paris, France

In charge of identifying innovative features to generate new growth drivers; prioritizing and driving them through the product development process; managing their deployment all over Europe (+250 people impacted). Reinforced web services' retention and effectiveness (+40% turnover impact Year on Year) and improved Key-pages efficiency based on A/B test campaigns (+300% conversion rates). Worked on direct marketing processes such as new prospecting tools and sales channels to increase business team effectiveness (customer increased by +200%). Analysed market trends, competition and strategic aspects, and participated in decision process with the top management. Directed a team of 4 to build a content farm that launched +2 000 vertical websites and to successfully implement lead generation partnerships with major European publishers (Les Echos, De Telegraaf...).

Traffic Manager, **Bestofmedia Group** 04/2005 - 07/2006 Paris, France

Primary responsibility for the implementation, monitoring and optimization of online advertising campaigns. In charge of segmented analysis of visits & page views (+6 million visitors/month), and of E-mailing campaigns (Consolidation of newsletters' design, content, targeting routing – 1.6 million subscribers).

Direct Marketing Product Manager, **CIC** 02/2004 - 12/2004 Blois, France

Responsible for National POS deployment and regional promotional campaigns. In charge of customer databases qualification (loyalty) & prospects (development), mailings' setting up & monitoring, phoning & emailing operations.

## EDUCATION, SPECIALIZED TRAINING AND LANGUAGE SKILLS

<b>Master of Business Administration (MBA) from EPITECH</b> – European Institute of Technology	2015-2017
<b>Graduated from AUDENCIA Nantes</b> – Graduate School of Management	1998-2002
<i>Top 5 business school in France</i> - Specialized in Communication and Marketing	
Exchange semester at <b>University of Cincinnati</b> (Ohio, USA)	spring 2000
Preparatory course in Lyon to the French Graduate Schools of Management	1996-1998
Baccalauréat – French equivalent to the A-Levels – Specialized in Economics	1996

<b>English</b>	Bilingual
<b>Spanish</b>	Fairly fluent
<b>French</b>	Mother tongue
<b>Software</b>	Word, Excel, PowerPoint, Access, Outlook, Dreamweaver, Photoshop, Online tools (Web Analytics, Ad servers, emails broadcasting)

## INTERESTS

<b>Music</b>	Guitarist in a Pop/Rock band
<b>Sports</b>	Running (Marathons), Rock climbing, Roller, Snowboard
<b>Others</b>	Movies, Books (Sci-Fi, Comics)