



Frederic Bescond

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Languages: French (native), English (C2) and Spanish - C Permit

Head of Digital Commerce & Transformation

15 years of experience in performance optimization and international team management. Proven track record: +55% customer acquisition, +20% online conversion in Europe, +200% revenue growth. Expertise in transforming traditional organizations to digital with concrete business impact and measurable ROI.

Key Skills

- **Management & digital transformation:** International team leadership & change management
- **Digital performance & optimization:** CRO, A/B testing, AI personalization and omnichannel strategies
- **Strategic vision & execution:** Translating business needs into technical roadmaps for sustainable growth

Professional Experience

June 2021 to March 2025 – HEAD OF WEB & ECOMMERCE FOR EUROPE, PHILIP MORRIS INTERNATIONAL, LAUSANNE (SWITZERLAND)

Management of international team of 10 experts supporting 33 markets (IQOS, VEEV & Zyn)

- **Optimized digital performance** by leveraging data, A/B tests and AI personalization: **+20% online conversion** and increased NPS across 55% of markets, generating several million euros in additional revenue
- **Revitalized an underperforming market** with €1.8M annual budget by developing a targeted promotional plan and innovative UX/UI/CRO optimization: **+55% customer acquisition** and 80% user conversion
- **Led 150+ product launches and 100 marketing campaigns** by developing stakeholder collaborations and co-creating Standardized Processes (SOPs)
- **Deployed the "Digital First DNA"** initiative (AI Chat integration, FAQ/UX redesign, YouTube resources) which generated among others **\$0.5M in annual savings on a key market** while stabilizing customer satisfaction
- **Developed organic traffic by +45%** through SEO audits and implementing solutions to resolve on-site technical issues and content gaps in the consumer journey
- **Created an engaged Web & SEO community** connecting markets and experts with **98% positive feedback from members**, accelerating adoption of best practices
- **Received recognition award** for exceeding team objectives and supporting critical cross-functional initiatives

January 2020 to May 2021 – EU HUB SEO LEAD, PHILIP MORRIS INTERNATIONAL (consultant Isobar Dentsu), LAUSANNE (SWITZERLAND)

Management of a remote team of 3 experts based in London supporting 24 markets in Europe (IQOS)

- **Developed digital presence** to increase leads, e-commerce traffic and in-store visits through orchestration of **SEO optimizations and campaigns** (technical, content, backlinks, local SEO & online reputation management): **+39% organic traffic and +107% associated revenue**
- **Optimized omnichannel online to offline** journeys by identifying content gaps and keyword opportunities in the user journey

- **Collaborated with stakeholders** (Design, UX, Content, Delivery, Analytics and market teams) to improve support added value and business impact: **+61 NPS points across markets**

November 2015 to August 2020 – BUSINESS ANGEL & BOARD MEMBER, WEBMECANIK, ANNECY (FRANCE)

B2B SaaS scale-up specialized in CRM & Marketing Automation based on Mautic® open source

- **Supported executives in strategic decisions** to optimize growth: MRR improvement, churn rate reduction, CAC payback optimization and MQL to SQL conversion → **break even achieved in 3 years**
- **Challenged product roadmap** and supported development of new CRM/Marketing Automation features
- **Facilitated 2nd funding round** by mobilizing existing investors
- **Analyzed external growth opportunities** and shared strategic vision with the board

December 2007 to July 2017 – CO-OWNER & DIRECTOR, PAPRIKA, ANNECY-LE-VIEUX (FRANCE)

Digital & communication agency of 16 experts serving B2B & B2C accounts

- **Defined strategic roadmap** with my partners and led financial management (P&L) to optimize agency growth and profitability: **+100% revenue** and **+160% gross margin**
- **Developed key account portfolio** by managing client retention and new business acquisition: **+200% growth** of my client portfolio
- **Advised clients on omnichannel strategies and executions:** paid media campaigns with ROAS/CPA optimization, SEO, content strategies, marketing automation, A/B tests, web development & eCom
- **Managed teams and led agency digital transformation** by implementing new ERP system, restructuring IT operations and upskilling staff: **+200% productivity** (output per employee)
- **Structured daily operations:** team and stakeholder coordination, production planning, continuous training and recruitment
- Key Accounts: UN, Mobalpa, FNAC CH, Seine-Maritime Tourism, Les Menuires, Hasbro, Lagrange...

Education

- Executive program **AI Essentials for Business**, 2025 – **Harvard Business School**
- Executive program **Business Strategy and Financial Performance**, 2024 – **INSEAD**
- **Master** in International Business, 2006 – **INSEEC Chambéry (France)**

Certifications

- **CRM & Automation:** HubSpot & Webmecanik
- **Paid Media:** Google Ads, Amazon DSP, Apple Ads & LinkedIn Ads
- **Analytics:** Google Analytics 4, Hotjar, Profitero
- **Agile Transformation:** SAFe® 6
- **Leadership:** Global Leadership Pathway

Technical Skills

- **AI:** Prompt engineering, MCP, ChatGPT, Claude, Gemini, NotebookLM, Delve, Pollo, Fixer, Synthesia
- **Data & Analytics:** Google Looker Studio, PowerBI, Tableau, Google Tag Manager, Glassbox
- **Consumer Research & Insights:** Qualtrics, TalkWalker, Socialbakers, BuzzSumo, SimilarWeb, AI analytics
- **SEO Tools:** SemRush, Conductor, Screaming Frog, Majestic, Google Search Console
- **Social Media advertising:** Facebook Ads, X (Twitter) Ads
- **Content Management & Design:** WordPress, Drupal, Prestashop, Adobe Creative Suite
- **Web & Tool Integration:** HTML/CSS (basics), hosting, DNS setup, Zapier workflows, API connections
- **Project Management:** Jira, Confluence, Basecamp, Adobe Workfront