

# Frederic Bescond

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Languages: French (native), English (C2) and Spanish - Permanently relocating to Quebec

## Chief Marketing Officer

20 years of experience (15 at senior level) scaling revenue and customer growth in multi-market environments. Proven record of +55% customer acquisition, +20% online conversion, and +200% revenue growth. Combines strategic vision with hands-on execution accelerating go-to-market and transformation.

## Key Skills

- **International Leadership & Digital Transformation:** Driving cross-cultural collaboration and delivering impactful transformation across global markets, managing multi-million-euro budgets
- **Digital Performance & Optimization:** leading CRO, A/B testing, AI personalization, and omnichannel strategies that boosted online conversion (+20%) and customer acquisition (+55%)
- **Vision-to-Execution Leadership:** Translating business needs into technical roadmaps that generate sustainable, measurable growth across 30+ markets

## Professional Experience

**October 2025 to Present** – **CHIEF MARKETING OFFICER, WITIVIO, BULLES (SWITZERLAND)**

Leading the company's global marketing and go-to-market strategy within the Microsoft 365 ecosystem.

- Define **positioning, differentiation, brand and e-reputation** strategy aligned with business objectives
- Drive **multi-channel acquisition** and pipeline generation (SEO, Paid, Social, ABM).
- Align marketing, sales, and product to **accelerate adoption and retention**.
- Lead sales enablement, customer advocacy, and **performance optimization to increase ROI**.
- Cultivate a culture of experimentation, learning, and shared success **fostering team performance**

**April 2025 to Present** – **DIGITAL MARKETING & INNOVATION CONSULTANT**

- **Designed AI-powered marketing intelligence platform** integrating brand, CRM, SEO, and analytics data
- **Auditing and restructuring digital ecosystem** (i.e. **Shopify, Klaviyo**) across eCommerce funnel, CRM automation, paid/SEO performance, and AI-assisted content operations.

**June 2021 to March 2025** – **HEAD OF D2C ECOMMERCE FOR EUROPE, PMI, LAUSANNE (SWITZERLAND)**

- **Directed a high-performing international team** supporting **33 markets**, accelerating project delivery across **.com (AEM & Demandware), Amazon, e-Retail & qCommerce** while fostering cross-cultural collaboration and maintaining strict regulatory compliance.
- **Optimized digital performance** using GA4, A/B testing, and Persado AI personalization boosting **online conversion rate by +20%**, NPS in 55% of markets, and driving several million euros in revenue
- **Piloted market turnaround** with €1.8M budget, achieving **+55% acquisition** and 80% user conversion through targeted promotion, UX/CRO optimization and supply chain/inventory management
- **Orchestrated 150+ product launches and 100 digital campaigns** by aligning cross-functional teams and creating SOPs, accelerating time-to-market and ensuring consistent, high-quality execution
- **Implemented the "Digital First DNA"** initiative across EU (AI Chatbot, UX redesign, self-service YouTube support), generating **\$0.5M/year savings in a key market** while maintaining high customer satisfaction
- **Increased organic traffic by 45%** through SEO audits (Semrush, GSC, DeepCrawl), resolving technical issues and enhancing content, expanding brand visibility and engagement across markets
- **Established and drove a Web & SEO expert community** across 33 markets, achieving 98% positive feedback and accelerating adoption of best practices through knowledge-sharing
- **Recognized with the PMI Award** for exceeding team targets and leading key cross-functional transformation initiatives to success

**January 2020 to May 2021 – EU HUB SEO LEAD, PMI** (consultant Isobar Dentsu), LAUSANNE (SWITZERLAND)

- **Directed a remote SEO team** supporting 24 European markets, improving delivery consistency and collaboration through standardized processes and shared best practices
- **Increased organic traffic by +39%** and revenue by +107% through SEO campaigns using DeepCrawl, Majestic, Conductor, Google Search Console, BuzzSumo, and Yext for technical audits, backlinks, content optimization, monitoring, local SEO, and reputation management
- **Optimized omnichannel online-to-offline journeys** by identifying content gaps & keyword opportunities with Conductor and Google Search Console, improving user engagement and conversion rates
- **Collaborated cross-functionally** (Design, UX, Content, Delivery, Analytics, and market teams) to enhance support value and business impact, contributing to a **+61-point NPS increase** 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*

- **Advised executives on growth strategy** through review of KPI dashboards and market analysis, reaching **break-even in 3 years** via MRR growth, churn reduction and CAC payback optimization
- **Challenged product roadmap** for new CRM and marketing automation features, expanding market reach
- **Facilitated series B funding round** by mobilizing existing investors
- **Assessed external growth opportunities** and advised the board on strategic positioning

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

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

- **Defined growth roadmap & owned P&L** to double **revenue (+100%)** and increase margin +160%
- **Expanded key account portfolio** via retention & new business, achieving **+200% client growth**
- **Designed and implemented omnichannel strategies** combining digital (Google Ads, SEO, automation, eCommerce) with offline marketing to improve ROAS/CPA and drive measurable client revenue growth
- **Monitored consumer sentiment and voice of the customer** via Talkwalker, Socialbakers, and SimilarWeb
- **Directed teams and drove digital transformation** (ERP implementation, IT restructuring, staff upskilling) boosting productivity +200% per employee
- **Structured daily operations** including stakeholder coordination, planning, training, and recruitment

## Education & Executive Programs

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

## Certifications

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

## Technical Leadership

- **AI & Automation**: Strategic GenAI adoption, prompt engineering, and scaled marketing automation
- **Digital Marketing Technology**: SEO, paid media, social commerce, and omnichannel CX platforms
- **CRM & Platform Management**: Platform-agnostic expertise (HubSpot, Webmecanik, Salesforce), journey design, segmentation, scoring and personalization
- **Customer Insights & Analytics**: Data visualization, Google Tag Manager, behavioral analytics, and consumer intelligence (e.g. Qualtrics, SimilarWeb)
- **Consent & Privacy Management**: OneTrust, CookieYes, GDPR compliance frameworks
- **Enterprise E-Commerce Platforms**: AEM, Demandware, PrestaShop; performance and CRO