



Natacha Holtzhauser

Chief Marketing Officer

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INTERNATIONAL POSITIVE MIND SET - AI ENTHUSIAST - CUSTOMER CENTRIC - OMNICHANNEL VISION - DATA DRIVEN

Experiences

Kyber & VideoLabs Chief Marketing Officer

Kyber - 2024

- ▶ Fundraising storytelling and tools creation and improvement,
- ▶ Web site and digital visibility development,
- ▶ Founder Press relations and media training,

Transition Manager & Consultant

DISRUPTIVE MINDS - 2017 to 2024 - MELBOURNE & PARIS

- ▶ Paris 2024 : Actually working as CMO for Kyber and VideoLabs,
- ▶ Paris 2022-2024 : Natural Health student and entrepreneur,
- ▶ Paris 2018-2019 : Consulting on strategic and operational topics (AI, E-commerce, data, CRM strategy for Grand Optical (vs VML Agency) - Influence for Microsoft & Google (Vs HopScotch) - Social selling strategy (vs LinkedIn) - K.O.L for Huawei
- ▶ Australia 2017-2018 : Creation of a new digital media business case,

Marketing & Communication Director

SONOVA GROUP (250 stores) - 2019 to 2021 - CAHORS

- ▶ France board member & EU project member,
- ▶ Strategic plans, road map, KPI's (5.9 ME Budget),
- ▶ Management of Marketing team, two Customer Centers, Agencies,
- ▶ Brand platform and communication material rebranding, launch of new lead generation and renewal campaigns,
- ▶ Web site improvement (SEO, content, lead generation, web to store).
- ▶ Relaunch of a customer centric engaging, social media strategy,
- ▶ E-Commerce : Cross selling, market places, E-store projects,
- ▶ P.O.S visibility improvement (Doctolib & Google MB),
- ▶ Data strategy & customer knowledge improvement (Google analytics, Power BI),
- ▶ Launch of Audionova & Paradise hearing aids (with AI),
- ▶ Lead generation +11% - Renewal +24% - R.O.I +32%,
- ▶ Brand equity +4pts / "Cas d'or" prize (best omnichannel campaign),

Head of Marketing & Communication

AMPLIFON (+ 750 retail stores) - 2014 to 2017 - ARCUEIL

- ▶ COMEX member, country digital leader, team management,
- ▶ Strategic marketing plans, road map & KPI's definition (Budget 3.8 ME),
- ▶ Brand identity platform renewal, 360° omnichannel campaigns creation, brand content production (articles, videos),
- ▶ New web site development (content, UX/CX, design, web to store),
- ▶ Social-Media : +100 000 fans from scratch,
- ▶ Creation of branding & lead generation campaigns (TV, radio, press, SEA, display, native ads, retargeting, social ads, e-mail...),
- ▶ PRM/ CRM : RCU, personas, segmentation, content improvement
- ▶ Data : GA tracking improvement, Adobe integration, KPI's sharpening,

Skills

GLOBAL

- ▶ Bilingual in French & English,
- ▶ International mind set,
- ▶ Multiple industries knowledge : Healthcare, Tech, Retail, FMCG, Fashion,
- ▶ Business knowledge : BtoC, BtoB, BtoBtoC
- ▶ Innovation lover,

MANAGEMENT

- ▶ Executive board member / C Level
- ▶ Team Management,
- ▶ Lead country for international projects,
- ▶ P&L,
- ▶ KPI's reporting's,

STRATEGIC MARKETING

- ▶ Strategic annual plans,
- ▶ Brand platform creation and remodeling,
- ▶ Innovations development,
- ▶ Renewal loyalty customer campaigns
- ▶ Omnichannel lead generation campaigns,
- ▶ Survey and data analysis,

DIGITAL MARKETING

- ▶ Digital strategy acculturation,
- ▶ Brand content creation (articles, video)
- ▶ Social Media : Editorial, content, cm, social selling, influencer relations,
- ▶ Web sites : creation & optimisations,
- ▶ E-commerce, cross-selling, market places,
- ▶ Search SEM (SEO, SEA, SMO),
- ▶ Data improvement (targeting, tracking, segmentation), Google Analytics, Power BI
- ▶ CMS : Microsoft Dynamics, WordPress, SharePoint, LifeRay, Sitecore, Prestashop) / basic HTML, MySQL,
- ▶ AI prompting and integration (chat bots)
- ▶ CMS : Microsoft Dynamics, WordPress, SharePoint, LifeRay, Sitecore, Prestashop) / basic HTML, MySQL,
- ▶ AI prompting and integration (chat bots)

COMMUNICATION

- ▶ Branding / Rebranding,
- ▶ TV, radio, print, digital ads creation,

- ▶ Press Relations / P.O.S material production (750 Shops),
- ▶ Customer center management (phone, email, web, social),
- ▶ Prize : Gold Top Com + 1st prize for lead generation campaign (22 countries).
- ▶ Awareness +17pts / Brand image +19 pts. ROI from 0.5 to 4.88,
- ▶ Digital : web traffic X5, web to store X10, SEO back in 2nd position.
- ▶ Social Media : Reviewed as best in class of HC industry in France.

E-commerce and CRM Manager

PUBLICIS - 2012 to 2014 - SURESNES

- ▶ Management of transversal projects and multidisciplinary teams,
- ▶ Training, coaching et digital acculturation of customer teams,
- ▶ E-commerce: Strategic recommendation (business model, survey, benchmark, cms technology, road map, budget).
- ▶ Media and CRM plans optimization (press, web site, mobile app, social)
- ▶ Conception of a global E-commerce strategy.
Development and launch of a mobile app.

DIM Hosiery Senior Brand Manager

HANES BRANDS - 2011 to 2012 - RUEIL MALMAISON

- ▶ Management of 3 product & trade managers / Budget 13 Millions E,
- ▶ Conception of the marketing and media plans per Brand,
- ▶ Launch of 360 campaigns (TV, press, posters, display, social),
- ▶ Creation of a pop up web site, game on Facebook with influencers,
- ▶ E-commerce : Product mix and promotions proposals,
- ▶ Go to market in & out store plan : merchandising / promotions.
- ▶ Development of "Generous" brand + 48 other innovations.
- ▶ Creation of new omnichannel and digital branding campaigns.

BOURSIN CHR Brands Senior Product Manager

FROMAGERIES BEL - 2010 to 2011 - PARIS

- ▶ Management of a product manager,
- ▶ Production of the marketing strategic plans,
- ▶ New brand platform conception and innovations development,
- ▶ Creation of a in store campaign and menu app.
- ▶ Public relations : Organization of a cooking contest for Chef's.
- ▶ Boursin rebranding + 3 innovations launch (product of the year).
- ▶ Re-modelling the " Bel imagination" cooking contest.

GLOBAL CLEANING Brand Manager

JOHNSON DIVERSEY (SC Johnson) - 2007 to 2010 - FONTENAY

- ▶ Management of a team & Country leader of EU projects,
- ▶ Strategy : Elaboration of marketing plans & innovation BC,
- ▶ Marketing : Development of innovations for French & EU markets,
- ▶ Portfolio management to increase profitability,
- ▶ Communication : Creation of advertising support's,
- ▶ Launch of 3 new sustainable brands / Re-branding of 30 products,
- ▶ Renovation of "Room Care" brand (margin + 24%),

RETAIL Key Account Manager

HENKEL - 2004 to 2007 - AMIENS

- ▶ Negotiation of trade operations and merchandising (80 stores),
- ▶ 1st prize in the national innovation contest - Sales +2.8%

- ▶ Omnichannel communication campaigns production (digital, social, off-line media, CRM/PRM, in store),
- ▶ Omnichannel customer relation center management (multi Channel in & out bound relations),
- ▶ Press and influencers relations,
- ▶ Public Relations : events organization,
- ▶ Multi Channel Trade Marketing plans,

SALES

- ▶ Sales and promotions Target Setting,
- ▶ Negotiation with agencies and partners

Education

CENATHO : Naturopathy Therapist

2022 to 2024

1800 H courses and training

DE VINCI : M.B.A Digital Marketing

2012 to 2013

Graduated with honours - 1st prize for HumanLife strategy / 2nd prize for Sodexo

ESSEC : Master International Management

2003 to 2004

ESLSCA : Master Degree

2000 to 2003

Interests

TECHNOLOGIES

Passion for innovation and start-up's. Twitter influencer @NatachaHoltz (+13000 followers). Graded top influencer by Les Echos & Brand Watch. Ex Member Top Com and Cristal Festival juries,

HEALTH CARE

Naturopathy / E-Health AI Influencer

TRAVEL

Traveled to + 40 countries. Lived in the UK & Australia,

SPORT

Fitness and cardio sports practice