

# JEREMY DUMONT

GAME CHANGING CONSUMER EXPERIENCES FOR A POSITIVE IMPACT

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## 15 YEARS EXPERIENCE IN STRATEGIC PLANNING, COMMUNICATION AND PROJECT MANAGEMENT

### KEY SKILLS

- ★ C-Suite Advisory & Comex reporting with hands-on experience in marketing and communication
- ★ Market analysis : client segmentation & competitive value proposition
- ★ Consumers insights: market/socio trends + consumer data + analytics
- ★ Product Innovation with marketing mix & action plan
- ★ Communication plans with Brand Contents & Social Amplification
- ★ Creativity workshops with design thinking, CK concept approaches
- ★ Management of multi cultural / multi skills teams & Transformation
- ★ Positive leadership encouraging ownership and collaboration

### PERSONALITY

- ★ Changemaker : unlocking sustainability & digital opportunities for brands
- ★ Team animation : gathering talents around common goal and vision
- ★ Entrepreneurial mindset w/ own consultancy for 5 years
- ★ World traveler : bike + tent

### PROFESSIONAL EXPERIENCE

#### SUSTAINABLE INNOVATION PLANNER - PARIS - 2020 UNTIL NOW

Launch of an innovation and transformation consulting network advising corporations on their ecological transition through system change, design thinking and collaborative methods: [noussommesvivants.co](http://noussommesvivants.co) #lesupercollectif

#### DIGITAL MARKETING MANAGER - HSBC, PARIS - 10.2018 UNTIL 05.2019

Marketing plans & efficiency. Digital team acceleration. Comex reporting. (internship during master in innovation and transformation)

#### OPEN INNOVATION MANAGER - FDJ - PARIS - 08.2017 UNTIL 01.2018

Start up identification, concept development, consumer test fields & KPI's. (internship during master in innovation and transformation)

#### DIRECTOR STRATEGIC PLANNING - R9, PARIS - 09.2014 UNTIL 06.2016

Brand strategies, integrated communications and media plans engaging consumers into 360° brand experiences. New strategic planning process using design thinking tools contributes to 2M euros new business revenue.

#### HEAD OF DIGITAL - IPSOS, PARIS - 01.2012 UNTIL 04.2013

Design and launch of new market research studies with American office.

#### STRATEGIC PLANNING - POURQUOITUCOURS, PARIS - 2006 UNTIL NOW

Design thinking workshops to accelerate digital marketing and communication projects with top management teams before agency briefs.

#### BRAND DIRECTOR - MULLEN LOWE, PARIS - 2000 UNTIL 2005

Brand management, communication strategy, product innovation and creative assets development with brand managers and teams for Europe.

#### BRAND MANAGER - ARNELL GROUP, NEW YORK USA - 1998 UNTIL 1999

Responsible for global campaigns with brand managers worldwide.

#### BRAND MANAGER - PUBLICIS, NEW YORK USA - 1995 UNTIL 1998

Coordination of brand assets for North America with agency teams.

### EDUCATION

CENTRALE, MASTER IN INNOVATION & TRANSFORMATION, PARIS - 2016 UNTIL 2018

INSEEC, BUSINESS SCHOOL, BORDEAUX - 1992 UNTIL 1995

### EXTRA PROFESSIONAL ACTIVITIES

ARTICLES : [social innovation](#), [experience design](#), [collective intelligence](#)

TRAININGS : e-marketing, brand content, community management

TRENDS : animation of 30 000+ marketing, communication, media and design professionals interested by digital and social innovation [www.PSST.fr](http://www.PSST.fr)

## CONSUMER EXPERIENCE IS AT THE HEART OF MY PROJECTS

### UNDERSTANDING

#### WOMEN'S LIVES (FOR DANONE)

[link](#)

Netnographic research to capture 3,000 mothers' joyfull moments from their online conversations in the USA.

### CONCEIVING

#### A MINERAL WATER FOR (COCA COLA)

[link](#)

Insight from the product concept resonated with French consumers. Concept purchase intentions equivalent to Evian. A budget of 3 million euros was assigned for this 2-year project.

### EVALUATING

#### THE BRAND IMPACT OF DIGITAL (FOR IPSOS)

[link](#)

A one-year pilot project with La Poste enabled us to improve research solution and make it suitable for variety of advertisers. It was launched worldwide.

### CREATING

#### A NEW TRAVEL EXPERIENCE (FOR IDTGV)

[link](#)

The service we created was first implemented in 100 destinations by SNCF. IDTGV gained 8 market share points vs. air travel, satisfaction rate was 89%. Campaign lasted 10 years.

### MARKETING

#### AN ULTRA EFFICIENT LAUNDRY (FOR UNILEVER)

[link](#)

The concept co-created with marketing team "stains listed, stains eliminated" was integrated into packaging and advertising: sales increased by 3%.

### ANIMATING

#### A PARTICIPATIVE EXPERIENCE (FOR NANA)

[link](#)

A 3-month TV + stores + digital campaign encouraged women to express themselves on instagram with no shame about their period. + 50% of participation via digital, + 20% of sales.

### TRANSFORMING

#### A COMMUNICATION GROUP (FOR R9)

[link](#)

40 agencies repositioned within the group to deliver integrated brand experience platforms, 125 employees following new experience design process. 2M euros of new business.