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Born 16/10/78 > 42 years old  
Non-marital Relationship - 2 Kids  
Driving license  
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Carlos Isturiz

Develop B2B2C & B2C online revenue through data driven analysis qualified traffic, visibility, high ROI initiatives, conversion and loyalty.

## Global Head of Digital Sales



### WORK EXPERIENCE

#### DEC. 2018 – CURRENT > EUROP ASSISTANCE > GROUP HEAD OF DIGITAL SALES

- > Define Group Digital Value Proposition & develop B2B2C revenue through our digital solutions
- > Position Europ Assistance as a Travel Insurance Online Distribution Expert
- > Set up Global Digital Strategy including B2C

#### JAN. 2018 – DEC. 2018 > SKINTIFIQUE > SALES AND DIGITAL DIRECTOR

- > International commercial Growth & Manage Internal and external resources & drive innovation
- > Providing and leading functional expertise and delivery (SEA, SEO, CRM, email marketing, Social Media, B2B2C, UX, product positioning, customer service, Branding and communication)

#### SEPT. 2015 – DEC. 2018 > MY SCHENGEN PASS > FOUNDER

- > Creation of two aggregators websites for travel insurance from and to the Schengen area

#### SEPT. 2015 – DEC. 2016 > AXA ASSISTANCE > GLOBAL HEAD OF B2C (E-COMMERCE & DIGITAL)

- > Launch and develop AXA Assistance Travel B2C strategy and activities worldwide
- > Manage Web agencies relationship and International B2C P&L owner

#### MARSH 2007 – JULY. 2015 > ALLIANZ WORLDWIDE PARTNERS

##### JUNE 2010 – JULY 2015 > MONDIAL ASSISTANCE > HEAD OF E-COMMERCE B2C & DIGITAL

- > Manage a team of 5,
- > Define B2C Strategy, set-up action plan Launch and optimize CRM/PRM, DMP and Social Networks strategy
- > Manage Web agencies relationship (SEO-SEA-SMO) and France B2C P&L owner

##### NOV. 2013 – MARCH. 2014 > ALLIANZ ASSISTANCE AUSTRALIA > B2C MANAGER E-COMMERCE & DIGITAL

- > Analyze performances SEA-SEO-Partnerships & Display + Define strategy and action plan
- > Business cases and recommendations

##### MAY. 2009 – MAY. 2010 > MONDIAL ASSISTANCE GROUP > B2C & DIGITAL PROJECT MANAGER

##### MARS. 2007 – MAI. 2009 > MONDIAL ASSISTANCE > B2C PROJECT MANAGER

#### OCT. 2005 – MARS. 2009 > FREELANCE > WEB DEVELOPPER



### EDUCATION

#### 2003 – 2005 > MASTER 2 > UNIVERSITY OF BURGUNDY

- > Languages And European Media Market Studies (Marketing, Law, Communication & Semiotics)



### Skills

ENGLISH > Fluent  
SPANISH & FRENCH > Mother tongue  
WEBMARKETING > Senior  
DIGITAL & IT > Senior  
MANAGEMENT > > 5 years  
B2C STRATEGY > Senior



### Interests

- > Webmarketing and programming (HTML, PHP, CSS, SQL and Python)
- > Raspberry pi & « homemade » home automation
- > Science, Sport, Travels
- > Side projects: [www.mon-petit-site-web.fr](http://www.mon-petit-site-web.fr)