

Stanislas BERTELOOT

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113 Herrontown Lane
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USA

Journalism - Communication - Marketing

Multicultural executive with over 20 years of communication, marketing, digital marketing and business development experience.

Passionate about story telling, convincing, creating growth, and leading teams in challenging environment.

EXPERIENCE

Freelance Writer (Princeton, NJ, USA)

Since April 2019

Contributor to the French Magazine WeDemain, The RivieraBuzz, Princeton Echo and various blogs.

Dots & Lines LLC (Atlanta, GA, USA)

Marketing Consultant

Since Oct. 2018

Dots & Lines LLC is an independent marketing consultancy that provides services including marketing strategy, public relations, brand management, digital marketing, marketing automation and event marketing services.

VisaHQ (Washington DC, USA)

VP of Global Growth - Fractional CMO

Jan. 2018 – April 2019

VisaHQ is a leading online visa and passport application solution. The company has 24 offices in 12 countries. In charge of the company's communication, brand and marketing for the retail and corporate operations worldwide.

Talkus (Princeton NJ, USA)

CEO – Startup

Nov. 2016 – Dec. 2017

Talkus is help-desk solution in Slack.

Co-founder of the U.S. registered corporation, in charge of business development and marketing. Talkus counts over 160 paying companies. In March 2017, Talkus has been one of 13 startups selected out of 400 by The Refiners, a three-month acceleration and incubation program in San Francisco.

KDS (Paris, France) / Acquired by American Express in August 2016

KDS is a leading software company providing a cloud-based B2B travel & expense management solution – 4000 clients worldwide – 200 employees – revenue 25 M€

Marketing Director

Nov. 2005 – April 2015

In charge of the global corporate and sales marketing department. Transformed the marketing department into a marketing automated & data-driven operation delivering 90% of inbound leads 17% close-win ratio. Manage a global team. Regularly updated the board on the marketing strategy.

Marketing: Digital marketing & lead generation in France, Germany, the UK and NORAM.

- Marketing Automation: implemented Marketo and its Salesforce.com integration.
- Lead the global Inside Sales team
- Set-up telesales agencies internationally
- Led KDS's user group and channeled client feedback on product and strategy.
- Lead the industry-recognized KDS Now conference; 1000 delegates, €90K sponsorship.
- Speaker and moderator at numerous industry events
- Innovative PR campaigns resulting in coverage in international dailies and business press (The Telegraph, The New York Times, Les Echos...).

Personal Achievements:

- Board Member of the Global Business Travel Association (GBTA France). A 6000-member organization.
- Professional contributor to an MBA program
- Certified Marketo Expert & Champion

ACTE (Association of Corporate Travel Executives) (Paris, France)

Regional Director, Europe Middle-East & Africa (EMEA)

Sept. 2004 – Nov. 2005

Global business travel association – 2,500 members

Directed the association in the EMEA region. In charge of the financial growth strategy on of activities execution.

Sales, Finance and Administrative Management: Increased revenue and reduced operational costs. Tactfully managed relations between board members, headquarters and EMEA members, as well as with global sponsors.

- Led fundraising
- Reorganized administrative management of the association (900K € saving per year).
- Redefined membership value (15% increase of the membership).
- Developed and grew the European press relation strategy
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Education Program Management: Planned & managed conferences in Europe, for more than 1,700 executives.

- EC lobbying activities: led task-forces on issues including data privacy, sustainable development and GDS deregulation.

KDS (Paris, France)

Communication Manager

April 2001 – Sept. 2004

Communication & Field Marketing: Created and managed the department.

- Corporate Communication: Visual identity (logo, graphical guide, data-sheets and web site).
- Press relations: hired and managed the internal PR consultant.
- Hired a technical writer and established the documentation department.

Etexx (Nice, France)

Press Relations Director

May 2000 – April 2001

Bermudes RP (Paris, France)

Development Director

Sept. 1999 – May 2000

ILOG (Paris, France)

Communications Manager, Europe & Asia

Aug. 1995 – Sept. 1999

Provider of enterprise-class software components and services – revenue 50 M€, 500 employees

Communication: Created the marketing writing department.

- Managed customer reference program, testimonials and videos, including ADP (France), Chrysler (USA) and POSCO (Korea).

Press Relations: transformed corporate communications from a reactive function to strategically oriented proactive business tool. Outsourced PR in Europe and directed the Singapore PR dept. Managed investor and analyst relations.

Led the financial communication during the NASDAQ and Nouveau Marché listing.

Reuters (London, UK)

Research / Coordinator Reuter News Graphics Service

Dec. 1993 – Aug. 1995

Department coordination: News monitoring, interviews and research

FREELANCE WRITING

Founder of the Hyperlocal News site: monsaclay.fr - May 2009 - 2016

Contributor to the Wall Street Journal Europe, La Tribune, We-Mbl (Hearst), Libération, Info Matin, Business Travel Executive, DelaplacementsPros.com

SPEAKING ENGAGEMENTS (*non-exhaustive list*)

- May 2018 - Miami, FL - Advantage Conference - "Story Slam - Storytelling and Branding"
- October 2017 - New York, French Consulate - "Startup to Startup"
- January 2017 - New York - BFM Business - TV Interview - "Talkus: Client Relationship in Slack"
- May 2017 - San Francisco, The Refiners - Pitch day
- June 2016 - France, Paris - Conference Organizer & Speaker - "Optimisme Numérique"
- June 2015 - France, Paris - E-commerce Conference - "Data-Driven Marketing"
- October 2015 - France, Paris - Which Media for the "Plateau de Saclay"
- February 2014 - France, Paris - GBTA - "Traveler's Expectations"
- February 2013 - CCI Essonne, France - "Are we Still Able to Communicate"

EDUCATION, U.S.A. 1987 – 1992

The University of Maryland, College Park, Md., USA

College of Journalism

Bachelor of Arts in Journalism

Minor in Political Science

Janesville High School, Janesville, Iowa, USA

PERSONAL

- Bilingual French / English; knowledge of Spanish
- French national / Married / Three children
- US work permit
- Volunteer - Startup Grind, Princeton