

Clement Donzel

☎ +65-9636-9860

✉ cdonzel@gmail.com

🏠 www.clementdonzel.com

Resident of Singapore (EP)
French nationality - Single



KEY
COMPETENCIES

- **International Web Marketing and Software Industry expertise**
- **Excellent presentation, communication and leadership**
- **Adaptable to new business environment and able to work under pressure**
- **Pro-active, positive attitude and team player**

WORK EXPERIENCE

2008 - Present: **DASSAULT SYSTEMES SOLIDWORKS** – Singapore

*Dassault Systèmes is a world leader in 3D and PLM (Product Lifecycle Management) solutions
Turnover: 1.7b USD – 8,000 employees worldwide*



Web Marketing Manager, Asia-Pacific

Responsibilities:

- Lead Generation Activities
 - Creating and managing implementation of online marketing programs.
 - Driving lead nurturing and name acquisition strategy (enewsletter, SEO/SEM, list rental, etc.).
 - Training telemarketing agencies for lead profiling and pre-sales qualification.
- Reseller Engagement & Development
 - Developing Value-Added Reseller knowledge on web marketing.
 - Improving lead management processes and follow-up.
 - Providing competitive analysis & market intelligence data.
- Social Media / Community Marketing
 - Leading SolidWorks Asia-Pac online community initiatives.
 - Defining Social Media strategy across the region.
- CRM / IT Support
 - Improving CRM & business processes to support marketing and sales growth.
 - Collaborating with sales team to improve sales forecast and analytics tools.

Achievements:

2009 Star Performance Award Winner, Asia-Pacific

Certified SolidWorks Sales Professional (CSSP)

- Overachieved Asia-Pacific lead goal by 130%.
- Created the first SolidWorks APAC community on Facebook with 5,000 "fans". Developed and maintained SolidWorks APAC Blog resulting in 150,000 unique visitors in 2009.
- Led the first virtual conference with high ROI (10,000 registrations, US\$600K estimated revenue).
- Developed Reseller Website Audit and Starter Kit projects improving online presence of resellers from 35% to 80% in 6 months.

2006 - 2008: **DASSAULT SYSTEMES SOLIDWORKS** – Boston, USA

*Dassault Systèmes is a world leader in 3D and PLM (Product Lifecycle Management) solutions
Turnover: 1.7b USD – 8,000 employees worldwide*



Partner Marketing Specialist

Responsibilities:

- Ran lead generation programs and co-marketing activities with strategic business partners.
- Optimized processes for partner management (application processing, website listing, etc.).
- Contributed to key seminars and reseller events.
- Initiated telemarketing exercise for lead qualification.

Achievements:

- Achieved 100% of lead goal through co-marketing activities.
- Reduced delay for application processing for new partner applications from 3 months to less than 2 weeks.
- Created and managed the first "Partner Speed dating" event at *SolidWorks World*, International User Exposition, regrouping 20 selected partners and 800 resellers.
- Organized first prospect seminar in HQ for a new product line including 4 resellers and 120 attendees.

2004 - 2005:

IBM – Paris, France

IBM is the world's largest information technology & services company

Turnover: 95.7b USD – 390,000 employees worldwide



Marketing & Communication Assistant, Software Group

Responsibilities:

- Managed customer reference program for West Region (France, Belgium, Luxembourg).
- Administrated co-marketing programs dedicated to the largest IBM partners.
- Issued "What's Up" newsletter for IBM West Region.
- Created a collaborative IBM platform for marketing team to share working and archived documents.

Achievements:

- Over-achieved case study targets in collaboration with sales team (116% of target)
- "What's up" audience went from few thousands to 14K recipients in one year, and became a major communication channel for IBM executives and management team to IBMers in West Region.
- Optimized budget allocated to partners and on-time reimbursement of co-marketing funds from 65% to 95% ratio.

EDUCATION

2003-2006

Master's degree in Management: Marketing and Project Management at CERAM / SKEMA Business School in Sophia Antipolis (06), France - www.skema.edu.

Relevant coursework: Economy, High-tech marketing, Finance, and Entrepreneurial Management.

Thesis about Google strategy: "What long-term development strategy for Google Inc."

2000-2003

Bachelor's degree in Economics and Management at the University of Lyon (Université Lumière LYON II), France - www.univ-lyon2.fr.

Relevant coursework: International economics, Statistics, International Business and Management.

1999-2000

Baccalauréat Scientifique (Mathematics, Physics and Biology) - www.st-thom.com.

French equivalent to the American High School Diploma - in St. Thomas d'Aquin Véritas - Private School, France

LANGUAGE & COMPUTER SKILLS

French: Fluent (mother tongue)

English: Fluent

Chinese: basics

Proficient in Microsoft Office, Siebel CRM Enterprise & Analytics, Photoshop, Dreamweaver, HTML/PHP, network and hardware knowledge, website creation and administration. European Computer Driving License holder.

REFERENCES

Bertrand Sicot

Dassault Systemes SolidWorks Corp.

Executive Vice President Worldwide Sales (+1) 978-318-5441

bertrand.sicot@3ds.com

Ved Narayan

Dassault Systemes SolidWorks Corp.

Vice President, Asia-Pacific (+65) 6511-9189

ved.narayan@3ds.com

Sharon Ang (Direct manager)

Dassault Systemes SolidWorks Corp.

Marketing Director, Asia-Pacific (+65) 6511-9195

sharon.ang@3ds.com

VERBATIM

"Clement has demonstrated a lot of initiatives by spearheading our online/ web marketing initiatives in Asia-Pacific region. [...] In some areas, we have demonstrated great success and AP is leading the way globally because of his passion. Well-thought through plans and strong in execution [...] Reliable and always meet deadlines. His initiatives has lead to substantial and consistent growth in leads in the region." (July 23, 2009).

Ved Narayan - Vice President Asia-Pacific, DS SolidWorks.

"Clement demonstrates keen interest and possesses positive attitude. He is versatile and proved himself in a variety of tasks even though it is beyond the defined job scope. He is pleasant to work with and has tremendous potential." (January 28, 2009).

Sharon Ang - Marketing Director, DS SolidWorks.