

Thomas Bensoussan

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43 ans



Head of Web & Mobile

EXPERTISE

Development of digital strategies
Gathering and study of customer needs
Design and implementation of mobile services
Acquiring audience / Monetization
Achievement of media plans, monitoring and reporting enhancements
Technology & Competitive watch

Management of a business unit
New technologies Project management
Presales
Team building & Team Motivation
Marketing Mobile Expert / IoT Expert
Gaming Expert

SOFT SKILLS

Initiative
Autonomy
Pédagogie
Curious
Creative
Structured & organized

Interpersonal skills
Solution oriented
Dynamic
Passionate
Enthusiastic
Collaborative spirit

PROFESSIONAL EXPERIENCE

DIRECT ENERGIE / TOTAL DIRECT ENERGIE – 4 YEARS

Head of Web & Mobile

Scope : Web Conversion - Selfcare B2C / B2B - UX

Definition of the digital strategy
Management of Digital Factory activities : Leading digital projects (Design, Development, Optimization)
Management of the Web Conversion, Selfcare B2C and Selfcare B2B teams
Budget management and monitoring (€ 1.2m)
Management of service providers and quality control of services (internal & external)
Digital performance optimizations : Definition of kpis, analysis & monitoring of digital performance (sites and mobile applications)

Head of Mobile

In charge of the mobile department
Design and development of Direct Energie applications (iOS & Android)
Supervision of providers (UX / UI, Development, User Testing...)
Implementation and monitoring of performance indicators.

BUSINESS & DECISION / HEREWECAN – 1 YEAR

Digital Communication Agency / Business & Decision Group

Mobile Solution Director

Building the mobile offering for the Digital Agency (HereWeCan)
Development of Business Plan / Modeling P & L
Prospecting / Customer Surveys / Strategic Recommendations (BNP Paribas, F.Provost, Leap Frog, PSA, Randstad...)

BOUYGUES TELECOM – 1 YEAR

Head of Mobile

Managing a team of 7 persons (Senior Project Manager, Product Owner, Consultants)
Management of external service providers responsible for the development of sites and applications
Defining the mobile Internet strategy
Support in the Digital Transformation of the company (Web-to-Store / Store-to-Web)
Management of Budget Monitoring (€ 550K)
Responsible for operating & evolutions of mobile website & mobile CRM applications

SEVENTHSIDE – 3 YEARS

Mobile Games Publisher / Marketing & Gaming Agency

Co-Founder & Managing Director at SeventhSide (7THSIDE SAS)

Administrative and legal management of the company
Prospecting, relationship and financial monitoring with investors
Prospecting, Strategic & Business recommendations for B2B clients
Market Research, Structuring Business Model, Development of Business Plan and Cash Plan
Implementation of acquisition & monetization marketing plans
Business relationship with partners (SFR Workshop, Sporever, 6Waves / LOLapps, Appcity ...)

Fundraising (500 K€)
Accredited by Paris High Tech Incubator (Creanova)
R & D programs sponsored by OSEO
AACC selection contest: Top 15 High Tech Startups 2012

GROUPE ALTRAN – 8 YEARS

Head of mobile services department at Altran Telecom & Media

Recruitment and management of 15 consultants
Responsible for the delivery : cost / quality / deadlines (studies, benchmark and prototypes)
Clients: FING / SFR, VISTEON, DAILYMOTION, TOWN HALL OF PARIS, SYSTEM @ TIC

MOA Consultant / Project Manager / Project Director IS

Clients: EADS - GDI SIMULATION / RATP / EDF –CNIT

EDUCATION

2001 : Master 2 - Post Graduate Diploma in Computer Science & Multimedia (Grade A)

2000 : Master's Degree in Audiovisual Studies (Grade B)