

TERRITORIAL MARKETING – ECONOMIC ATTRACTIVENESS

UNIVERSITY EDUCATION

- Master's degree in Administration, Economy & Public Management, Brest UBO-IPAG, June 2011
- Master's degree in Information & Communication, Rennes II, July 2011: thesis on territorial marketing → "Economic attractiveness and competitive identity, *local communication within a region between territory and landscape*"
- Master's degree in Public Law, June 2000, and Master's in European Law, Sept. 2000, Grenoble II, followed by the 1st year of a post-graduate diploma in Defence and International Security, internship auditor I.H.E.D.N (Military Academy, Paris)
- University diploma in Philosophy, 1985, Paris I Panthéon-Sorbonne

VOCATIONAL TRAINING

- English, 2017, Chamber of Commerce and Industry, Western Brittany
- In-house Trainer, 2016, CNFPT (national centre of territorial civil service)
- Innovation and territorial intelligence at the service of territorial attractiveness and cohesion, INET
- Cross-functional management, 2014, INET Strasbourg (a French public administration school)
- New marketing of local public services, 2013, INET Strasbourg
- Public finances, 2010, INSET Paris

PROFESSIONAL EXPERIENCE

- ❖ **Since March 2016: Brand Manager "Tout commence en Finistère":** Finistère 360° Agency, Quimper → Cross-functional management of the territory brand associated with CD29, EPIC and EPCC: redeployment strategy for the period 2016-2021 with three development axes; Relations with ambassadors and partners; Piloting of operational action plan; Web communication, social and print media; Project manager of the Finistère stand at the Brest 2016 International Maritime Festivals, creation of a range of derivative products, brand evaluation with a study carried out by Ipsos; Training Plan for CD29 Agents on Territorial Marketing
- ❖ **2012-2016: Territorial Marketing and Communication in Economic Development Manager** Urban Community of Evry Centre Essonne: 7 200 companies, 18% of the department's employment → Territorial and economic attractiveness strategy ; creation of two brands "l'eau de l'agglo" and "La Porte Sud du Grand Paris"; project leader of the national and international trade fairs SIMI and MIPIM, steering of the mission concerning digital tools of attractiveness; Redesign of economic promotion materials and creation of print/digital publications in English; Editor-in-chief of the economic magazine *Évryaglo entreprendre*; Marketing of public services
- ❖ **2008-2011: Economic Development Officer, Communication and Agriculture Advisor** Office of the President, Finistère's Departmental Council: France's biggest maritime department → Monitoring and strategy of economic development policies, sea, tourism, agriculture, international promotion of companies, higher education and research, innovation; the President's editorial communication and representations; Socio-economic monitoring and forecasting; relations with partners and economic press
- ❖ **2007:** a sabbatical year for a personal project
- ❖ **2005-2006: Consultant, A.Vé Conseil**
→ Public speaking Trainer; Journalist specialized in European law, "Europe & Territoires" magazine
- ❖ **2003-2004: Councillor**, City of Paris – Mayor's Office of the XIXth district
- ❖ **1999-2002: Journalist**, Le Dauphiné Libéré, Grenoble
- ❖ **1996-2000:** Resumption of studies in public, international and European law
- ❖ **1991-1995: Sales Manager**, Compagnie Européenne de Crédit; Casden Banque Populaire, Grenoble → Business relations, financing of business equipment, Financial calculations and commercial prospecting

Skills

- ❖ **Territorial marketing:** Economic attractiveness strategy; Competitive identity of territories; Development of promotional plans; Partnership synergies with public and private actors; Local public service marketing; Territory brand management; Territorial image strategy and landscaping (town planning); Influence and reputation, merchandising co-branding
- ❖ **Economic development:** Tourism; International business promotion; Business real estate; Sea; Innovation, higher education and research; Agriculture; NICT
- ❖ **Project and team management:** Development and achievement of shared objectives; Management and human resources management; Deadline management; Employee motivation; Transversal management
- ❖ **Communication:** strategic plans and directions; Press and public relations; Social Media; Institutional and corporate development; Design and management of print or digital media; Magazine Editor-in-chief; Written and oral expression; Journalism; Editorial strategy
- ❖ **Prospective monitoring:** Research and prioritization of information ; Diagnosis and perspective
- ❖ **Administrative and financial management:** determination of human and financial resources; planning des ressources ; gestion des marchés publics, analyse des offres ; interface avec des prestataires

Professional interventions and contributions to territorial marketing

- 2016 and 2017: Interventions at the Marketing Place Forum of "Attractiveness and New Territorial Marketing," Chaire University, on local public service marketing and flagship strategies; Cap'Com's national territorial marketing meetings; Introduction of the Territorial Marketing Day of the ANPP (National association of territorial areas and regions); Participation in the first multi-sector workshop on territorial marketing at the University of Corte; Round table at the CNER (Federation of investment and economic development agencies) congress on the Finistère brand; Seminar of the CDT 77 (Tourist development agency)
- Since 2015: Trainer of the Territorial Group / La Gazette des Communes, with Sc-Po Rennes (school of political sciences) "Territorial Public Communication and Attractiveness of Territories", MBA Public Territorial Management and with the School of Management of Grenoble "Marketing for Urban Internal Communication"
- March 2015: Contribution to the 3rd edition of Benoit Meyronin's "Territorial Marketing" book on the marketing of the local public service "l'eau de l'agglo" and territorial economic attractiveness
- December 2014: Intervention at the training session of Les Echos (a media and publishing group) "Territorial marketing, how to promote the attractiveness of a territory?" concerning the Big Rugby Stadium (application, then developed project)
- November 2014: Intervention at the international colloquium in management sciences at the ENCG (Commerce and Management school) in Casablanca devoted to "Regions: performance, governance and value creation"
- February 2013: ☑ Organization and animation of the workshop on territorial marketing for the Cap'Com national intercommunal communication meetings and the ADCF at the Essonne CCI

Interests

- *A passionate and documented interest for the African continent* → South Africa, Benin, Botswana, Burkina Faso, Ghana, Malawi, Mali, Mauritania, Mozambique, Namibia, Tanzania, Zambia and Zimbabwe; *And European cities* → Amsterdam, Barcelona, Berlin, Bremen, Bruges, Brussels, Copenhagen, Krakow, Florence, Frankfurt, Geneva, Grenada, Hamburg, Heidelberg, Helsinki, Innsbruck, Klaipeda, Lindau, Ljubljana, Lofoten Islands, London, Madera, Munich, Naples, Prague, Riga, Rome, Seville, Sopron, Stockholm, Torun, Warsaw, Valletta, Venice, Vienna
- Member of Amnesty International, the Pierre Mendès-France Foundation, and Friends of the Dapper Museum
- Swimming