

Olivier Maurel

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Carriers & Goals:

I spent nine years in different sectors to accelerate the impact of my work and strengthen my skills around 4 major practices: innovation, customer relationship, social change, webonomics. As a consultant, I focused my analytical capabilities to evaluate new business opportunities (consumer goods, retail, media, telco). In 2007, I joined vpod.tv to launch the sales activities of this start-up specialized in webTV. From 2008, I have been in charge of social innovation programs at Danone: setting-up international networks to build strategic competitive advantages for the group, aligned with its mission and its ecosystem. I am interested in using my competencies and my energy to face new professional challenges with always a larger social impact... particularly through the web.



PROFESSIONAL EXPERIENCES

- 2008-2011 **danone.communities: social business incubator (Health & Bottom Of Pyramid)**
Social Innovation & Community Architect:
- Raising awareness around social business (PR, websites, facebook applications, bloggers, twitter)
 - Building international networks to stimulate cross-fertilization (open knowledge management)
 - Designing new ways of engagement: fundraising (70 millions €) and volunteering programs
- Out-comes: supporting transformations in a FMCG's activities, exploring innovative ways of working
References: Community of 120000 people, Facebook App 1st Prize, Digital4Change (3000 attendees), Subscriptions rate within Danone = 30%, "Paris is now the capital of Social Business" Pr.Yunus
- 2007-2008 **vpod.tv: on-line video software (Internet & New Media)**
Sales & Business Development:
- Identifying customers' insights about on-line video management and publishing tools
 - Building and commercializing our services sets: product, pricing, promotion, distribution
 - Animating and fertilizing our ecosystem: insiders, beta-users, partners, re-sellers
- Out-comes: fostering business opportunities in an ultra-competitive and disruptive market
References: BNP-Paribas, L'Oreal, SFR, France24, PriceMinister, NRJ, Ministère de l'Agriculture...
- 2004-2007 **Mandragore: Strategic consulting (Retail & Consumer Goods)**
Consultant:
- Gathering and structuring relevant information, building consequent analyses
 - Drafting reports and making final oral presentation of our recommendations
 - Main issue treated: reinforcing business models through trading-up services, multi-channel strategy, diversification, brand equity and digital transformation
- Out-comes: developing an helicopter view on business, with strong autonomy & customers' exposure
References: Carrefour, Orange, Canal+, M6, LaFnac, Gucci, LaRedoute, LastMinute, La Poste...
- 2001-2004 **Internships (Luxury, Sport, Finance, Supply Chain – total 18 months)**
CVA, Masai: Supply Chain consulting (research, interview, analysis, modeling, synthesis)
Deloitte & Touche Corporate Finance: M&A (research, analysis, modeling)
French Embassy Trade Office (New York): market studies in the sport industry
Louis Vuitton, Ralph Lauren: salesman (in the merchandising & clothing teams)

EDUCATIONAL BACKGROUND

Studies: **ESCP-EAP** (top leading French Business School): Corporate finance Major, graduated in 2004
English: Semi-fluent: several stays in the USA (Wisconsin, New York, California) and UK (Oxford)
Spanish: Good working knowledge: several stays in Spain (Salamanca, Barcelona), Argentina and Bolivia

ADDITIONAL INTERESTS

Social activism2.0: Organizing events up to 3000 attendees (Barcamps, TEDxParis, World Social Forum)
Open innovation: Codesigning various projects with open source communities (Open money, OLPC, Drupal)
Sports: Marathons (Paris, Madrid, Berlin, Turino, London); Snowboard; Martial Arts