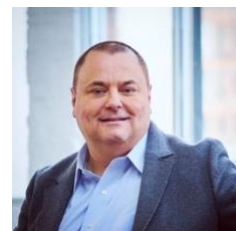


Franck Besson

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INTERNATIONAL COMMUNICATION DIRECTOR

French native / English fluent

Thanks to a +15 year's experience
for a huge international brand, I know how to

- ✓ Develop a brand strategic frame and architecture
- ✓ Adapt them & have them applied on 5 continents
- ✓ Optimise local teams performance (Brand & Agencies)
- ✓ Contribute to having the brand shine globally, 360°.

MAJOR BRANDS ACCOMPANIED

McDonald's (360°: TV, Print, OOH, up to **45% of Digital** (Facebook Live & Events, Insta, YouTube, Promotions,...), Internal Communication, POP, Merchandising ...), Kellogg's France & Europe, FREE Wi-Fi, Airbnb, Nivea France & Europe, Macif Insurance, Disneyland Paris (Europe), Hennessy Cognac (Japan, Global), French Natural Gas, Sanofi Pharmaceuticals, Monoprix, ...

EXPERIENCE

COSSETTE Toronto, Canada (3 X Best Agency)

2018- 2019

BRAND DIRECTOR

Mission: Reset Client Relationship & Internal dysfunctional Organization.
Management Team 20+; Establish & Unfold a Master Plan to regain Client's Trust
Improve 360° campaigns' quality & creativity (up to **45%** of Digital)

- ✓ *Within 14 months, Agency/Client Relationship is re-boosted, Toronto Team gets an historically high client Evaluation.*
- ✓ *Heightened Creativity: Canada judged "the most creative country" by McDonald's System.*

TBWA\Zurich, Switzerland

2016 –2018

EXECUTIVE DIRECTOR

Motivate Team to re-conquer Client's Trust; Financial & Legal Negotiation of Contract
Deeply Infuse Brand's Culture within Team, Training Plan on business Understanding;
Elevate Creative Level

- ✓ *Within 4 months, Agency Evaluation goes from 5.2 to 8.5, and has remained above 8 since then.*
- ✓ *First Cannes Lion on McDonald's for the agency.*

TBWA\Shanghai, China

2015–2016

BRAND ACCOUNT DIRECTOR, APMEA

Leading an Integrated Team of 30+ on Brand McDonald's China; In charge of Staffing, Team Growth, Cost Reduction & Profitability, and Co-Negotiation of Contract. Board Member.

- ✓ *In less than 2 years, Historical move of McDonald's Awareness getting higher than Market Leader KFC, widening the gap for Brand Favorability, despite a two thirds lower SOV*
- ✓ *2016 first 6 months sales were +8% on average, with a historical high on Home Delivery.*

TBWA\Paris, France

GLOBAL BRAND LEADER – GLOBAL STRATEGY DIRECTOR

2009 – 2015

Guide & Manage all TBWA Teams working on McDonald's in the world
Represent & promote TBWA towards McDonald's Global; Manage Global projects from them.

- ✓ *In 6 years, Contributed doubling the number of countries where TBWA is in charge.*
- ✓ *The 31 countries now include Japan, Ukraine, Mexico, Romania & Turkey.*
- ✓ *Awards: 1 Grammy, 3 Cannes Lions, 2 Grand Prix EFFIE, & +20 EFFIES*

BRAND LEADER FRANCE, THEN EUROPE

2002 – 2010

Co-management of the French Account for 5 years, in charge of Family Business & Corporate Communication.

Family: Accompanied Brand in a drastic turnover of Kids & Parents Communication.

✓ *Result: 2004 EFFIE for Best Business & Communication move in French Distribution.*

Corporate: Right after the « mad cow » crisis, established on-going communication platforms (that still exist): Quality Communication (food safety, ingredients, origins) as well as Employer Image

✓ *Result: 2006 EFFIE for Best Corporate Communication in France (“Employer Image”)*

Contributed to win McDonald’s Southern European Division (8 countries).

In order to better federate & consolidate communication work within the Division, I conceived an Extranet site SEEit, for both Agencies & Clients, that worked as a Marketing & Communication high-end webzine.

✓ *First covering 8 countries and financed by agency, this site became European, paid by Brand, and has now become a worldwide reference within McDonald’s system.*

Leo Burnett Paris

CLIENT SERVICE DIRECTOR

1994–2002

Advising & guiding Brands Monoprix, Kellogg’s France & Europe (Frosties, Choco Pops, Smacks, Honey Pops, Extra, All Bran, Country Store, Disney, ...), Charal, Petit Navire (tuna, salads), Krisprolls (France, Belgian, UK), Weight Watchers (cooked dishes, yoghurts, ...), Disneyland Paris (Europe), Hennessy Cognac (Japan, Europe, Global), Macif Insurance, Sanofi (Maalox), Lapeyre, ...
Launch of FREE Internet Brand in France.

Euro-RSCG, Paris

ACCOUNT DIRECTOR

2000-2002

Advising & guiding Brands Grand-Mère coffee & TDK Europe.

MGTB-Ayer, Paris

ACCOUNT EXECUTIVE, then GROUP ACCOUNT DIRECTOR

1988-2002

Contribution to advising & guiding Brands Gaz de France, Nivea (Deodorants Europe), Nivea for Men, Rémy Martin Cognac (France, International), Krug Champagne, De Luze Bordeaux wines, Timex watches, Sanofi (Antigrippine, Algipan, ...), Manfield shoes, Lamy Lutti candies, Panasonic (B2B, B2C), ...

TEACHING / TRAINING / COACHING

McDonald’s Worldwide Marketing University, Chicago

PROFESSOR

2007-2017

Each year, lecturing on Human Insights/Marketing Plan + 10 days Coaching of an international team of 10 executives who must crack two complex Marketing cases.

TRAINING « Find the best Human Insight »

Writing & giving a half-day/one day Training, both in French & English to several hundreds of account people, clients, planners, creatives in the world.

EDUCATION

2010: Kellogg School of Management, Northwestern University, Chicago: Brand Mastery

1985: NEOMIA : Ecole Supérieure de Commerce de Reims/ Reims Business School

1985: Middlesex University, London: B.A (Honors) European Business Administration

LANGUAGES

French: Mother Tongue

English: Fluent. Daily working language for the last +20 years.