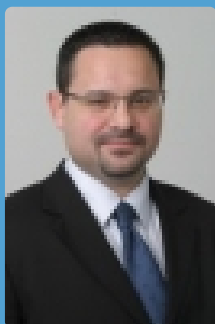


Director
International
Internet Operations
& Sales - General
Management



CONTACT

✉ frederic.foschiani@orange.fr

Director - Direct Operations (Internet BU) & Executive Board Member

PROTEGYS GROUP - Since February 2009 - Full-time - Paris - France

- Member of Protegys Group Executive Board
- Lead Direct BU (Internet P&L) for own Protegys activities & insurance company as well as partnerships (Axa, Credit mutuel,...)
- Define & implement new product and web sites including all sales process
- Manage new business development and partnerships
- Define goals, marketing & sales strategy, and follow up on execution to improve pull through ratio and ROI
- Manage web B2C sites redesign and functionalities improvements
- Monitor and improve customer delivery services (including sales forces) and internet acquisition processes
- Lead Direct Business Unit (Internet)

Internet Leader - Mortgages - Western Europe

GE Money Bank - March 2001 to January 2009

- Lead Internet P&L for mortgages and debts consolidation
- Lead Internet strategy in Western Europe for international mortgages
- Manage new business development and partnerships
- Define goals, marketing & sales strategy, and follow up on execution to improve pull through ratio and ROI
- Manage web B2C & B2B sites redesign and functionalities improvements
- Monitor and improve customer delivery services and internet acquisition processes

Operations Project Leader

GE MONEY BANK - March 1999 to February 2001

- EURO & Y2K/BCP Leader for Operations Departments (Staff : 217 Collaborateurs, Managers: 10)
- Member of Y2K Boards : rewarded with a Management Award
- Lead Operations global initiatives (Staff : 217, Managers:10; Branches: 40)
- Manage audit on Consumer Finances Branches and implement Re-engineering initiatives
- Active member of « Migrations Team» in charge of global Operations re-engineering (Front & back office)

Operations Manager

American Express Cards - February 1989 to February 1999

Operations Project Leader: Staff : 3 Project Managers

- EURO & Y2K Leader for Amex France (> 600 FTE, 20 Directors)
- Head of Operations projects (> 200 FTE, Managers: 7)
- Coordinate Operations Depts for new cards launch (Carte Air France-American Express,...)
- Define and implement re-engineering initiatives due to new 35 Hours social law

Risk Manager : Authorizations – Fraud Prevention & Control – Emergency cards replacement
_Staff : 60 (Call Center : staff 50 – 24h/24)

- Determine and manage budget, productivity, quality and risk objectives
- Define, develop and control Fraud prevention strategy
- Manage results monitoring, define actions and ensure processes optimization to reduce costs and achieve targets

Manager Customer Service: Staff 30

- Define and manage budget, customer satisfaction objectives and productivity
- Member of the Customer Service Re-engineering Team for the French Market
- Lead the implementation of the new card descriptive billing for France

ABOUT ME

After 10 years in American Express and 10 years in GE, Frédéric Foschiani has been appointed Director for Direct Operations (Internet BU) & Executive Board Member.

Expertise:

10 years of experience on International Internet Operations & Sales in France and Europe: strategy, marketing, ergonomics & user experience, BD, Sales, P&L management, social medias, web 2.0, e-reputation

Other competencies:

Experienced manager. Demonstrated ability to lead people in matrix and multicultural environments. Expert in organization, customer satisfaction, re-engineering, projects management and a strong drive for results.

Experience Summary

- Director Direct Operations for Insurances Company, in charge of Direct BU (internet) and Member of the Executive Board
- Internet P&L Leader for Mortgages & Debt consolidation (GE)
- Internet Leader for International Mortgages (GE Western Europe)
- Operations management, productivity & re-engineering (Amex & GE)
- Call Center Management (Amex)
 - Risk Management (Amex)
 - Project leader (Amex & GE)

SKILLS

International Internet Operations : Marketing, Strategy, Sales, Social medias, Web 2.0, e-reputation

- Internet
- New Media
- Direct Marketing & Direct Sales
- CRM
- e-sales Strategy
- e-marketing
- BD
- on-line Distribution
- Start up & Internet Business Unit creation
- P&L monitoring
- launch of new products
- SEM, SEO
- Interactive Marketing
- Web Analytics
- Online Applications & User Experience
- Web Design
- Proven track record in Management
- Change Management and re-engineering
- Project Management
- ROI strategy oriented and strong drive for results
- Partnership negotiations & relationships
- Social medias
- Web 2.0
- e-reputation
- e-branding

 LinkedIn

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-  Twitter
-  Autre
-  Mon blog