

LINKEDIN



OVERVIEW

I stand at the nexus of **technology, marketing** and **strategy**. Execution is all that matters. Everything else is mere talk.

PROFESSIONAL SKILLS

- Broad **strategic** thinker with a propensity for detail.
- Passionate about **customer** experience and digital transformation.
- **Brand** evangelist who exploits technology to communicate successfully.
- Client and vendor side experience.
- Able to converse, ask the right questions, and **listen** to the answers.
- **Relationship** and community builder who understands group dynamics.
- Can identify opportunity and manage **risk**.
- Can leverage **analytics** to measure and drive business initiatives.
- **International** and multi-cultural experience.

CONTACT

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JEROME PINEAU

TECHNOLOGY | MARKETING | STRATEGY

EXPERIENCE

MARKETING & STRATEGIC BUSINESS CONSULTING

STARS Advisory | Sep 2022 - Present

Strategic and tactical Analyst Relations, category design and creation, business strategy, business analysis & market research, marketing strategy and execution, and business development.

ANALYST RELATIONS MANAGER

Clari.com | Jan 2022-Sep 2022

Strategic and tactical responsibility for Analyst Relations Program for new Revenue Tech market category called RevCG

- Designed a category creation AR program focused on advisories to create analyst advocacy
- Scaled engagement across briefings, inquiries, and advisories by 300%
- Expanded target analyst firms beyond Gartner and Forrester to Tier-1 and Tier-2 firms
- Designed and created presentation assets including decks, agendas, messaging and presentations resulting in more impactful analyst-focused content
- Worked with Marketing and Client Success to drive customer references and online reviews
- Worked with PM and PMM to develop and deliver product roadmap briefings including live demos
- Improved Clari positioning during fact-check in first ever Wave report for Revenue Operations & Intelligence category resulting in Clari winning topmost Y-axis offering score in the report

GLOBAL ANALYST RELATIONS LEAD

IBM iX Customer Transformation & Enterprise Strategy | Feb 2019-Jan 2022

Strategic and tactical responsibility for IBM iX Analyst Relations Program

- Supported multiple practices including Salesforce, Adobe, E-Commerce, Enterprise Strategy, IBM Design, IBM Garage, and Mobile with ten major reports per year at a 90% Leader success rate
- Expanded from report-focused AR program to a balanced mix of influence, mindshare, and strategic inbound advisory activities resulting in new value channels for the business
- Changed executive perception of analysts from a pay-to-play contentious mindset to highly-valued strategic advisors in under 18 months
- Strategic partner to Marketing, PR, Comms, and Corporate Strategy to drive better processes, pipeline, mindshare, seller enablement, and generate new business value around strategic advisories resulting in new market intelligence, competitive SWOT, and strategic M&A insights
- Drove IBM iX client advocacy program in partnership with Marketing to achieve a more streamlined client-focused reference gathering process for reports and online peer reviews
- Doubled IBM Garage brand mindshare by embedding it in every possible analyst interaction and report, taking analysts on Garage "tours" with key customer execs resulting in better report scores, increased mindshare and much tighter, more trusting relationships between stakeholders and top analysts.

CHIEF DIGITAL OFFICER & MANAGING PARTNER

La-Maison-Hubert.com | Geneva Switzerland and New Jersey:
Sep 2017-Feb 2019

Lead all aspects of technology, digital marketing, business and brand strategy for a startup luxury brand in the upscale nutritional wellness retail space.

- Responsible for all aspects of IT and technology enablement including corporate website, e-shop, custom online properties, content platforms, mobile, martech, payment platforms, analytics, vendor management, and blockchain product traceability infrastructure.
- Head digital marketing strategy and initiatives including content creation and deployment, SEO, social channels, KPIs, market segmentation, press, pitch decks, retail channels, e-commerce, shoppable video, shopping integrations, live events, and paid media.

BRAND MARKETING & INFLUENCER RELATIONS

Clerc Watches | Bedminster, NJ: Oct 2014 – Nov 2015

Owned digital marketing, content strategy, communication, PR, strategic partnerships, and customer experience for a Swiss manufacturer of luxury diving watches.

- Content strategy and deployment.
- Digital customer experience (customer service)
- Brand communication (themes and tone)
- Public relations (media, bloggers, journalists)
- Media buying (CPC, Facebook, banner ads)
- Event planning and trade shows

PRODUCT MARKETING

Sprinklr.com | New York, NY: Apr 2013 – Apr 2014

Social media management and digital customer experience enterprise cloud platform.

- Develop differentiating positioning and messaging
- Develop and deploy product marketing content strategy
- Sales enablement with training content and collateral
- Plan launch of new product features across business functions
- Organize and deploy product communication campaigns
- Develop and communicate core business value proposition
- Competitive market intelligence
- Provide creative support for external branding efforts
- Guide PR agency on product messaging, positioning, and evangelism
- Work with sales, marketing and engineering on product features

STRATEGIC INNOVATION EXECUTIVE - IGNITE

Salesforce.com | New York, NY: Apr 2016 – Mar 2018

Member of the Digital Transformation and Innovation (DTI) practice helping our largest most strategic customers envision, create, and implement innovative digital transformation.

- Directly influenced \$6.7M in enterprise revenue via strategic “trusted advisor” customer engagements
- Orchestrate multi-role internal teams to drive vision, business case, and execution roadmap deliverables for innovation consulting engagements
- Creation and design of executive presentation assets to drive complex consulting engagements around discovery, storytelling, business value, and execution phases of engagements.

COMMUNITY & DIGITAL BUSINESS CONSULTING

Lithium Technologies | Bedminster, NJ: Apr 2014 – Sep 2014

As part of Lithium’s Professional Services group, I helped leading global brands understand how to leverage social channels and our online community platform to:

- Grow top line revenue.
- Meet modern customer experience expectations.
- Expand markets and product lines.
- Boost operational efficiency and reduce costs

DIGITAL CUSTOMER EXPERIENCE

Autodesk, Inc | Neuchatel, Switzerland: Jul 2011 – Mar 2013

Lead social media strategy and execution for the Global Customer Service and Support Division.

- Plan and lead tactical execution
- Formulate editorial and content strategy
- Manage an international team of Community Managers
- Generate guidelines, best practices, SLAs, and processes
- Drive traffic and conversions to internal support communities
- Evaluate, select, and configure tools and platforms
- Evangelize and consult on social media across business units
- Build and nurture cross-departmental relationships
- Review content production (audio, video, blogs, etc)
- Design and implement influencer outreach programs

DIGITAL BUSINESS AND GO-TO-MARKET STRATEGY

Neuchatel, Switzerland: Jan 2011 – Jul 2011

Independent consultant for luxury industry clients ranging from high-level strategic issues to hands-on implementation including:

- Influencer relations
- Competitive analysis and intelligence
- Content strategy
- Mobile go-to-market
- Vendor management
- Budgeting for digital initiatives
- Community building
- Brand reputation monitoring

SALES ENGINEER AND TECHNICAL EVANGELIST

Algebraix Data Corporation (formerly XSPRADA)

Irvine, California: Jul 2008 – Dec 2009

New-breed player in the analytical database market for business intelligence, data mining and decision support applications in large data warehouse environments.

- Primary technical resource for pre-sales engagements
- Promote benefits and capabilities of the technology
- Work with Industry Analysts to generate mindshare
- Run demonstrations with sales and marketing
- Presentations for partners and investors
- Examine, evaluate and engage potential OEM partners
- Perform competitive analysis and market research
- Establish product roadmap based on field results
- Manage POC projects for large corporate prospects

CERTIFICATIONS

Certified IIAR Analyst Relations Professional (2021)

Certified KCG Industry Analyst Relations Professional (2020)

PUBLICATIONS

Category Creation AR – The Art & Science of Applying Analyst Relations to Category Creation (2022)

How Companies Succeed in Social Business (2015)

EDUCATION



STEVENS INSTITUTE OF TECHNOLOGY – HOBOKEN, NJ

B.E Engineering with Honors (EECS), 1987



LYCÉE FRANÇAIS DE NEW YORK – NEW YORK, NY

Baccalauréat C (Math, Physics), 1983

SOCIAL MEDIA AND COMMUNITY MANAGEMENT

Marvin Watches C° 1850 | Neuchatel, Switzerland: Jan 2010 – Jan 2011

160 year young Swiss luxury brand re-launched in 2007.

- Establish social media goals and strategy
- Manage Public Relations & influencer relations
- Complete website redesign and content generation
- Build up and manage all new social network accounts
- Manage and nurture Marvin communities online
- E-shop strategy, development and backend integration with ERP
- Management and budget oversight for 3rd party vendors
- Evaluate and negotiate strategic partnerships
- Source and manage corporate sponsorship programs
- Primary online contact point for all customer interaction

SOFTWARE DEVELOPER AND ARCHITECT

1988 – 2009

20 years experience in software development and architecture on front, middle and backend layers (C/C++/C#/.NET/SQL) with a heavy consulting and entrepreneurial bias across a myriad of industries and client sizes from SMB to global enterprises.



Word & Brown
General Agency



ascom Timeplex



WATERFORD
TECHNOLOGIES