

Olivier Jourdan Berton

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Business Development Manager Sales | Media | Management

Accomplished and highly focused business development executive with solid experience in webcast, streaming, and technical IT field. Resourceful at maintaining relationships with clients to achieve quality product and service norms by resolving their service related critical issues for business strategies. Adept at developing effective marketing material, networking with business decision makers and turning business prospects into buying customers. Viewed as a crucial liaison between prospective client, arranging for product demonstrations and well-trained staff to articulate company's benefit and value.

- Implementing Plans
- New Product Launches
- Strategic Alliances
- Business Development
- Driving Performance
- Account Management
- Marketing Analysis
- Client Management
- Market Research
- Project Management
- Team Management
- Proficient Communicator

PROFESSIONAL EXPERIENCE

STREAMAKACI, Paris, France

April 2004 – Present

Founder & General Manager

Specialist provider of live streaming (audio, video, live 360), broadcasting and webcasting since 2004(OTT, IPTV, WEB TV, CDN, digital innovation)

- Created targeted marketing program to generate goodwill within the community with limited budget, resulting in the organization becoming a cornerstone within the market.
- Held a key leadership role in strategy, business development, and partnership to enhance broadcasting and webcasting techniques. Maximized profits through effective cost control, staff scheduling, ordering and industrializing production.
- Developed client proposals and solutions. Forecasted future trends and orient strategies to capture maximum benefits.

CAF PARIS, Paris, France

Dec 2015 – Nov 2016

Digital Strategy Consultant

- Developed digital marketing roadmaps to help define a series of initiatives which will help achieve the key business goals of the company, and presented key findings to clients and internal account teams.
- Established and analyze competitive intelligence for clients in the digital marketing space, which helped identify potential opportunities for expansion based on categorical trends.
- Determining governance, organization, and required resources.

NARSIL TECHNOLOGY, Tunis, Tunisia

Jan 2008 – Dec 2011

Manager / Consultant

- Created new standard adopted as corporate policy with streamlined templates and faster process by developing and implementing change management tools and activities.
- Strategy consultant for CEO.
- Transition manager (CTO) for software development team.

SERENNE, Paris, France

Jan 2003 – March 2004

Sales Manager

- Implemented local grassroots marketing program leading to increased sales and market share. Continuously executed the monitoring of customer satisfaction through after-service surveys and in-person.
- Spearheaded multiple proposals and their requirements, pricing and provided feedback on the feasibility of profitability. Leveraged impactful executive presentation skills to achieve finalist meetings and close business.

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KHALIFA TV / K NEWS, Paris, France and London, England

Oct 2002 – Jan 2003

IT Manager

- Strategically positioned as technical manager in London for audiovisual and IT support
- Defined, documented and published all IT policies, procedures and standards. Consistently applied technical experience to projects to attain highest level of detail work from project team members.
- Study and installation of the news room in Paris with ENPS solution.

TV-RADIO.COM / COMFM, Paris, France

Jan 2001 – Oct 2002

Technical Manager

- Development of technical solutions for streaming media (TV, Radios Station)
- Building new architecture for streaming.
- Building solution for web radio broadcasting.

TERRE NEUVE, Paris, France

Sept 1994 – Dec 2000

Technical Manager / Project Director

- Accomplished, prioritised, and changed project schedules to align revenue with sales staff goals.
- Identified risk by communicating and coaching with internal/external teams daily to finish the project successfully.
- Consulting / project management for large companies and administration like TRANSDEV, ANAES, AFFSAPS, SPIE AUTOMATION.

EDUCATION & CREDENTIALS

Master in Management General, ESSEC Business School, 2015 - 2016

Software Engineer, EPITA

LANGUAGES

French: Native

English: Professional