



Vincent TESSIER

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Programmatic Mobile expert

2013 – 2014

LAPLACEMEDIA, Head of Mobile

Pionner premium adexchange, 4,5 billions imps per month, 10p

- Designing the mobile products, display and native, audience qualification
- Managing demand and supply relationship
- Ad Ops & ad quality expertise on Rubicon & MoPub platform



2013

Trademob GmbH, Head of Sales France

Leading app marketing platform, based in Berlin, 120p, backed by Kennet Partners

- Build a team of mobile expert: management of 4 people
- Define and execute sales strategy, rise awareness on local market



2010 to 2013

Cellfish Media, Senior Online manager

Leading mobile premium content company - 220p, 100M\$ turnover Top 30 Kantar Media

- In charge of acquisition for a subscription based mobile offer, team of 2 person
- SEM and affiliation: managing agencies, publishers and direct deals



2008 to 2010

AOL Advertising, Advertising manager

Online giant, 100 persons in FR

- In charge of Direct client portfolio: travel and entertainment, 6M€ budget
- Branding and performance products: Portals, 40 third party website, Advertising.com



2007 to 2008

Onze Heures Vingt agency, Sales manager

Communication and Marketing agency created end of 2006, 7 persons, 500K€

- Client prospection, negotiation, sale and production management
- Results: 125K€ gross margin, 12 operations with Lego, Kiabi, Aubade...



2000 à 2006

Babylon Publishing, Advertising and partnership manager

- Developing advertising revenue: 20K€ per month
- Partnerships & promotion: Concert, radio, TV, print, online, outdoor

BMG & Universal Music, Sales representative

- Sales representative and business analyst for BMG and Universal Music
- International business development for local signatures

Education

2010 à 2011

MBA MCI Part time : e-business degree at L'Institut Léonard de Vinci – Paris La défense

2000 à 2002

Business School : Master in marketing at **ISC PARIS** – **CGE member**

1999 à 2000

Management Bachelor : I.U.P. Sales and management Paris XII

1997 à 1999

D.U.T. Techniques de commercialisation : I.U.T. of Créteil Paris XII

Miscellaneous

Languages

English, Fluent (TOEIC : 820), 6 month in London in 2004 **Spanish** : school level

Software

Pack office, Powerpoint, Salesforce and Netsuite, Google Analytics, Wordpress...

Hobbies

Music, travel, running and boxing

Publishing

<http://vincenttessier.fr> - <http://marketingmobile.co>

Professionnal thesis

[Mobile revolution, towards shopping 3.0 ?](#)