



## BERTRAND LEPAGE

32 ans, en couple, 1 enfant  
[bertrand@mywattpark.com](mailto:bertrand@mywattpark.com)

## LANGUAGES

Fluent in English and French  
French citizenship

## IT SKILLS

Advanced knowledge of Adobe Creative Suite

Advanced knowledge of Google Web Tools

Programming languages:  
*HTML5 / CSS3, PHP / MySQL, XML, Javascript*

E-commerce CMS / Retail tools:  
*Magento, Wordpress, SFCC, Oracle CQ5, ATG, AS400, Cegid tools*

## INTERETS ET ACTIVITES

Active in tennis, kickboxing and running

## EDUCATION

Wirtschaftsuniversität (CEMS, EQUIS), Vienna, Austria – 2009  
E-Commerce, Programming, Marketing and Management courses

Angers School of Management (ESSCA), Angers, France – 2006/2011  
Master's Degree in Webmarketing and E-Commerce

## EXPERIENCE

**Chief Executive Offer, WATTPARK - Paris & Amsterdam – 2020 > Present**

**Digital Strategic Delivery Lead, adidas Group - Amsterdam, Netherlands – 2017/2020**

- › Frontend area lead for cross-functional initiatives such as localization projects, market roll-outs of WE market (adidas app, endless aisle app), new fulfillment capabilities enablement and market attacks plan for ECOM.
- › Accountability of program / project deliveries with a strong commitment on scope / timeline and budget as well as operational handover post-implementation
- › WE ECOM SPOC for cross-functional assessments (exploring new business opportunities that will drive incremental revenues with support from all ECOM functions incl. CX, Analytics, Traffic management, ...) as a main input for quarterly prioritization processes with global functions such as digital, omnichannel and supply chain

**Group Omnichannel Senior Manager, Vivarte - Paris, France – 2016/2017**

- › Main POC for omnichannel activities to input board members into validating and driving omnichannel roadmap across all brands within Vivarte portfolio (13 brands)
- › Project management / delivery of omnichannel features
- › Consultancy for brand-specific omnichannel and E-Commerce initiatives (client and in-store mobile applications, drive-to-store campaigns)

**E-Commerce & Omnichannel Manager, Agnes b. - Paris, France – 2013 /2016**

- › Overall management of Europe (France, UK) and US E-Commerce activities (P&L definition and management, traffic channels management, day-to-day operations)
- › Set up new commercial partnerships with targeted websites
- › Responsible of the corporate omnichannel project, from functional specifications to
- › Reporting line of 4 persons (E-merchandizer, E-store manager, Webdesigner)

**E-Commerce & Digital Marketing Manager, Hediard - Paris, France – 2011 / 2013**

- › Defined the digital strategy (E-commerce, Social Media, Animation plan) with a strong focus on European countries
- › Defined, set up and managed traffic channels to drive new sales opportunities
- › Digital animation management in the respect of the marketing plan
- › Responsible of E-Commerce sales: +500% through E-Store in less than two years

**Digital Project Manager, Louis Vuitton – LVMH Group; Paris, France – 2011**

- › Follow up and quality control of functional / graphical features on Louis Vuitton first mobile application
- › In the context of Louis Vuitton Quality Assurance for the new E-Commerce version, technical team management along with main plan
- › Project localization management: test sessions organization with international teams (Europe / US / Asia)