

Philippe Torloting

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Global Chief Operating Officer
12 years' experience in digital strategy and
Agency network leadership management
<https://www.linkedin.com/in/torloting>



EXPERIENCE

Global COO – Socialyse / Havas Group

Since June 2017

- Responsible for developing the new agency's strategy and managing the international network
- Develop Socialyse offers at scale : Social Media Trading, Influencer Marketing, Social Listening and Performance Content, Creative Agency connexion
- Manage the Global P&L, Organize and Supervise the global talent network and the agency's platform and partners
- Manage the Socialyse International network : +35 offices, +500 talents
- Strengthen global business development efforts and international client management

Main Clients (+90M€ revenues): HYUNDAI-KIA, EMIRATES, AXA, PHILIPS, DUBAI

Deputy Managing Director – Blue449 / Publicis Media – Publicis Groupe

01/2016 – 05/2017

- Member of the Executive Committee & responsible for developing, implementing and executing the agency positioning and to define the future direction of the agency in the digital area (Data Driven Strategy, Programmatic buying, digital business, Content Marketing, Multiscreen Strategy...)
- Lead the new business activity for the agency in collaboration with Publicis Media expertise (Global and Local)
- Manage P&L, lead 5 Business Units (Global and Local), Supervise talent and agency resources
- Develop POVs and a long range strategic vision for industry and how it applies to clients' needs
- Collaborate with non-media agency departments to ensure overall capabilities

Main Clients (+13M€ revenues): RICHEMONT, MONOPRIX, PMU, FERRERO, DISNEYLAND, CLARINS, ORANGE BANK

Deputy Managing Director – Zenith / ZenithOptimedia – Publicis Groupe

10/2014 – 12/2015

- Member of the Executive Committee & responsible for implementing and executing the agency strategy to the client marketing and communication strategy
- Participate in new business efforts including development of new business opportunities and new business pitches in collaboration with the Top Management
- Lead key clients and their offline & online communication strategies, daily supervision to all accounts
- Oversee for budgeting, controlling costs, planning and scheduling around cost concerns for business unit
- Supervise, train and develop staff

Main Clients (+7,5M€ revenues including 40% in digital): LVMH, LACTALIS, TOYOTA, BPCE, WARNER

Digital Business Director – Performics / ZenithOptimedia – Publicis Groupe

01/2014 – 09/2014

- Generate strategic media initiatives and lead all aspects of media planning for clients or products
- Provide strategic recommendations, identify business opportunities and optimize cross-channel strategies
- Structure business planning, development and implementation activities with the client's needs
- Oversee client and account financial requirements (P&L)
- Lead specific new business efforts, act as a part of the pitch team, present recommendations to prospect
- Use media planning Tools: Kantar, ComScore, Nielsen, SIMM/TGI, Poppy, Medialand...
- Team Management and Development of 8 staff

Main Clients (+2,5M€ revenues 100% in digital): LVMH, SNCF, ING, BOUYGUES IMMOBILIER

Digital Director – Moxie / ZenithOptimedia – Publicis Groupe

04/2012 – 12/2013

- Responsible for the agency strategy, social media and digital activities and the strategic planning
- Lead new business strategy
- Drive revenue and profitability of the business unit
- Strive for breakthrough ideas and new products like Content Audit, Return Of Creative...
- Develop & manage a team of 20+ staff
- Publishing: Moxie Trends 2013, Social Highlights 6, trainings...

Main Clients: L'OREAL, TOYOTA, NESTLE, RICHEMONT, BOUYGUES TELECOM, GDF SUEZ

Head of Social Media – Performics / ZenithOptimedia – Publicis Groupe

09/2009 -03/2012

- Founder & Manager of the first Social Media Department in a digital and media group in the French Market (VivaKi : Starcom, DigitasLBI, ZenithOptimedia & Razorfish)
- Lead and developing the Social Media Business (Community Management, E-Reputation strategy and Brand Activation)
- Drive revenue and profitability of the Business Unit
- Create new products and Social Media Tools like Social Tools, Fan Page Impact
- Manage a team of 18 Social Media Experts
- Publish Social Media Studies

Main Clients (+2,5M€ revenues 100% Social Media): COCA-COLA, M&M'S, NISSAN, YSL, SEPHORA

Digital Strategist & Social Media Manager – Digitas – Publicis Groupe

04/2006 – 08/2009

- Launch of the Social Media offer
- Develop the Social Media Business of the agency
- Strongly connected with the client services teams regarding new business and existing clients
- Design and manage all social media projects
- Lead all aspects of digital media planning for clients: Managing the client budget, making digital media recommendations and managing all digital media (Display, SEM, CRM, Emailing, Buzz Marketing...)

Main Clients: CENTER PARCS, AREVA, LONGCHAMP, EXPEDIA, ELECTRONIC ARTS, LANCÔME

EDUCATION

Master of Business Administration (MBA) – ISC PARIS

2005 - 2006

- Marketing & Management of New Technologies
- Co-writer of "Le Monde selon Google" - Collection Cybersavoirs, éditions Distriforce, <http://www.le-monde-selon-google.info/>

SPECIAL SKILLS

Conference, Publishing & trainings

- Publishing Moxie Trends, Social Highlights, ZenithOptimedia Trends...
- Innovation Social Tools creator, Social CRM and Social SEO projects, R&D, Working with Iris Capital...
- Training Client training, French market institutes (UDA, UDECAM, HubInstitute), Business school professor
- Mentoring VivaWoman! (Empowering program) & Publicis 90 (Startup coaching)

Owned digital projects

- SmartAppli.com The first app to help you to obtain the best of your devices (More than 100K downloads)
- Custplace.com CustPlace.com is a website in order to organize the relation between consumers and brands.

Langages

- French Native proficiency
- English Full professional proficiency
- Spanish Limited working proficiency