



Samy Ben Jazia

Directeur Marketing et Communication

Cross cultural management

On&Off line Marketing and Communication

Spanish, English, French

ESCP Europe

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I am looking for new Marketing challenges to utilize my international experience and broad knowledge of Marketing and Press Relations, as well as my excellent communication and interpersonal skills to develop and deliver profitable sales growth.

Reflection and empathy are important parts of my personality and this has led me to develop a strong feeling for people without losing sight of the whole picture.

I have a solid track record of marketing, communication, innovation and brand management in B2C and B2B businesses :

- Delivering strong results through international, multi-cultural, collaborative, cross-functional teamwork,
- While being recognized as an innovative and strategic international team leader.

Specialties: Fluent in French, in English and in Spanish.

Education

Executive Master in Digital Innovation & Entrepreneurship

ESCP Europe
May 2017 to September 2018

Master & BA Business Administration Marketing

IDRAC Business school & University West of England
September 1992 to June 1996

Skills

Soft Skills

Team Spirit - Empathy - Positive mindset - Loyalty



Languages

Fluent in French - English - Spanish



Management

Direct - Cross functional - Project - Agility



Marketing & Communication

- ▶ Strategy - Brand - Product - Customer Marketing management
- ▶ 360 activation (Earned/Bought/owned) - Digital & Social Media (SEO/SEA)Expert
- ▶ Press & Public Relations - Event Management - Conference Talks



Experiences

Essity FMCG & Professional BU

Essity Health and Hygiene AB - Since 1998 - Since 1998

Read more about Essity and its Professional Hygiene brand Tork at the end...



Brand & Communication Manager

Essity Professional Hygiene - Since July 2015

Part of the Business Unit central function team, I ensure the consistent brand activation in France, Italy, Spain, Hungary, Balkans and I centralize the digital communication campaigns for 22 countries. In this role I lead a global team of 15 people to develop brand awareness through action plans and the brand health and values across the BU.

Develop brand initiatives and material to be activated to promote awareness and engagement externally and internally, including recognition programs, success stories and best practices based on brand health tracking key insights. Create the media and booking plan to be activated on 360 Omnichannel - Develop an network of PR agencies - Manage the A&P Budget(1m€).

Achievements : Tradeshow set ups 2019 Sirha /Sirha Green - 2018 Interclean - Tork Social Media campaign : Covid 19 130Mio impressions 14% ER, 8% CTR - Campaign creation : Astuces de chef on YouTube 45 000 views

Marketing & Product Manager BtB

Essity Professional Hygiene - 2012 to 2015

Marketer leader in the France, I was developing and implementing marketing plans to activate the distributors and end-customers marketing strategy. I focused on generating growth through our High Engaged Customers with a passion to sell in our brand values and products. This dynamic roles needed the ability to handle complexity and work analytically in a structured way.

Create and Implement the global product strategy, develop the product portfolio to reach the sales and profit objectives. Build the tactical plan and define priorities to drive the execution. Set local pricing. Manage the marketing & CRM Loyalty Program (Email, Newsletter, Digital, Promotions, catalogue)

Achievements - Loyalty program recognized as a best practice in Europe - Successful integration of the assortment and best in class brand migration after Georgia Pacific acquisition

Marketing Brand Project Manager FMCG

Essity Consumer Good - April 2008 to May 2012

How to get out of the commodity trap when you are a private label manufacturer?
I was managing international brand launch opportunities in multi-channel approach in France&Spain

Propose business cases and Go to Market for Tempo & Plenty brands launches. Build up the annual and 5 year marketing & budget plan. Recommend the best route to market per country.

Achievements : New distribution model for Tempo brand launched in pharmacies. (direct sales, wholesalers, platform...). Manage external Sales team. 20% weight distribution in 5 weeks

Customer Marketing Manager and Product Manager FMCG

Essity Consumer Good - 2003 to 2008

Drive sustainable growth with selected FMCG retailers by delivering marketing activities.

Plan and execute the commercial customer plan (assortment and price recommendation, place, and promotion). Manage the category approach to Carrefour, Lidl, Auchan, Leclerc, System U. Lead the Household tissue product category (New products launches and upgrades based on customers insights - Interface Trade request and Mills (Planning, Productions and logistics).

Achievements - Launch of the registered printed household towel and "Tissue and napkins 2in1" in France and Belgium. Build up the distributor and consumer panel data bank (IRI, Kantar).

Trade Marketing/Category Manager FMCG

Essity Consumer Good - 1999 to 2003

Marketing part of the French sales organization, I was supporting the Key Account Manager Team in optimizing the Category performance of the modern trade.

Building up the Feminine and Baby Care segment Category approach - Negotiate, implement our merchandising recommendations to trade partners - Develop the Cat-Man approach for our Tissue Categories - Leverage up our sales team competencies to the field merchandising tool

Achievements : National implementation of our Cat Man approach with Leclerc, Système U

Account sales manager FMCG

Essity Consumer Good - January 1998 to May 1999

About Tork

Essity Professional Hygiene brand - Since 2012



Tork brand offers professional hygiene products and services to customers ranging from restaurants and healthcare facilities to offices, schools and industries. The products include dispensers, paper towels, toilet tissue, soap, napkins, wipers and software solutions for data-driven cleaning. Through expertise in hygiene and sustainability, Tork has become a market leader that supports customers to be ready for business. Tork is a global brand and a partner to customers in over 110 countries.

About Essity

Essity Consumer Good - 1998 to 2012



Essity is a Swedish leading global hygiene and health company. It is dedicated to improving well-being through products and services. Sales are conducted +/- 150 countries under the leading global brands TENA and Tork, and other strong brands, such as Leukoplast, Nana, Lotus, Okay, Demak'Up. Essity has about 46,000 employees. Net sales in 2020 amounted to €11.6bn.

Interests

Sports

Cycling (Spinning class) - Running (1/2 marathon performer) - Trekking