

Jean-Daniel Germain

Communications & Marketing Executive — 15 years leading brand, media strategy and performance-driven growth, in France and internationally

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PROFILE

Senior communications and marketing leader combining the two halves of this role: building institutional reputation, and converting it into measurable recruitment. Executive-committee experience as VP Marketing of an international SaaS company, owning the full communication value chain — brand, content, events, PR, digital acquisition — after 13 years at dentsu leading global media and communication strategies for Kering, Estée Lauder Companies, Groupe SEB and Microsoft across 50+ markets. Trained in institutional communication at Sciences Po Lille; deeply familiar with the design world through years of partnership work alongside Kering. A team builder (5 to 50 direct reports) who leads through listening and collaboration, based in Morbihan.

EXPERIENCE

VP Marketing & Partnerships — Camphouse

Mar 2024 – Present

International SaaS company, media operations (clients incl. L'Oréal, Heineken, Samsung) — 70 people, €10M revenue

- **Executive-level ownership of the entire communication strategy** as acting management team member: brand, editorial line, PR, events, content and digital — with a direct team of 5 (Brand, Content & Events; Customer & Product Marketing).
- Led a complete rebranding and website overhaul: positioning, visual identity, editorial guidelines, UX/UI — the institution's public face, rebuilt end-to-end.
- **Built the acquisition engine that converts awareness into enrollment-style outcomes:** paid media, SEO/AEO, marketing automation and CRM nurturing across a segmented audience framework — 10x owned impressions, 3x qualified pipeline, 2x signings.
- Direct communication to a community of 13,000 users worldwide plus prospects: newsletters, product communication, webinars, podcast and video interview programs.
- Brand ambassador and public speaker at Cannes Lions, DMEXCO, Advertising Week, SXSW London; designed experiential event activations from concept to execution.

Global Client President — Kering

Jan 2022 – Feb 2024

iProspect (dentsu) — global remit

- Led global media and communication strategy for the luxury group's Maisons across all markets — an immersion in the world of design, craftsmanship and creative excellence.
- Directed a 300+ person international team; member of iProspect's Global Leadership Team, contributing to agency-wide strategy and methodology.
- Explored education and design-school partnerships for the group — including with L'École de design Nantes Atlantique.

Global Client President — Estée Lauder Companies & Groupe SEB

Jan 2018 – Dec 2021

dentsu international — Paris

- Built dentsu's international hub in Paris from 0 to 50 specialists; 13 direct reports, 150+ cross-functionally — recruitment, training and development of a young, international, multidisciplinary team.
- Designed brand and performance strategies across 50+ markets and 30+ brands; regular presentations to global CEOs and CMOs.

Global Account Director

Jan 2016 – Jun 2017

Dentsu Aegis Network — Paris

- EMEA strategy and central coordination for a global Prestige Beauty group — 6+ brands.

Supervisor, then Associate Director, Communications Planning

Aug 2014 – Dec 2015

Dentsu Aegis Network — New York

- Global communications planning for Microsoft (PC and Innovation lines) from the New York hub.

Communications Planner · OOH Business Director

Jun 2010 – Aug 2014

Carat & Posterscope — Paris

- Integrated on/offline media planning (Mondelez); strategic and digital Out-of-Home; international coordination with London.

Event Manager

2007 – 2008

French Chamber of Commerce and Industry in China — Beijing

- Organized conferences and the annual Gala Dinner (1,000 guests), welcoming the French President.

EDUCATION

Sciences Po Lille — Master in Institutional Communication

2009 – 2010

EcodesignX: Ecodesign for Cities and Suburbs — University of British Columbia

2020

Certificate in sustainable urban design — a personal commitment to design as a shaper of everyday life.

SKILLS

- **Communication strategy:** institutional positioning, brand platforms, editorial strategy, PR, reputation and awareness building, crisis-ready governance.
- **Recruitment & acquisition:** full-funnel marketing (awareness → consideration → application), paid media, SEO/AEO, CRM and marketing automation, events and open-house style activations, data-driven KPI steering.
- **Content & formats:** video and podcast programs, social media (organic and paid), webinars, public speaking and moderation.
- **Leadership:** executive committee experience, team building and development (5–50 direct), collaborative and matrix leadership, budget ownership, agency and vendor management.
- **Languages:** French (native), English (fluent) — 4 years working in New York and 15 years in international organizations.