

JULIEN MADIES

EDUCATION

- 2018 - 2019 **London Business School, United Kingdom**
Masters in Management, GMAT Score: 730
- 2014 - 2018 **University of St. Gallen, Switzerland**
Bachelor in Business Administration
- 2016 - 2017 **Nanyang Technological University (exchange semester), Republic of Singapore**
Courses in Strategic Management & Finance
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BUSINESS EXPERIENCE

- 2019-2021 **Business Development Manager – MCMARKLER, Paris, France**
Europe's largest ImmoTech startup
- Provided recommendations to French Managing Director on McMarkler France's growth strategy
 - Redesigned McMarkler France's customer acquisition process, increasing conversion rate by 15% and decreasing time to contract by 10%
 - Built the brokers performance monitoring system, establishing relevant KPIs and building Salesforce dashboards in order to measure them
 - Monitored the performances of the French brokers while reporting directly to the French Managing Director
 - Automatized the creation of property presentations using VBA, reducing time to market by 80%
- 2018 **Business Development Associate – TINK GmbH, Berlin, Germany**
Startup – online retailer of smart home products
- Delivered an expansion strategy for France as part of €400k partnership with leading energy provider resulting in launch of French online shop, expected to generate €1M in revenues in its 1st year
 - Built company's main distribution channel in France based on a drop-shipping model, involving contract negotiations with French subsidiaries of 2 global electronics distributors
 - Realised an in-depth analysis of the French smart home market, setting up 4 different databases to depict French customers' demand for smart home products and their online purchase behaviour
 - Optimised online shop's search engine ranking and provided recommendations on the first 25 products to bring to French market
- 2017 **Market Analyst – TRAVADOR, Munich, Germany**
Online travel startup specialising in short-term vacations
- Modelled German tourists' demand for short stays in France by using Insee's and Eurostat's databases, leading the management to increase its French travel packages offering by 30%
 - Provided market entry recommendations and improved sellers negotiation power with hoteliers by mapping the seasonality of French hotel businesses
- 2017 **Brand Management Intern – MEDIAMARKT, Munich, Germany**
Europe's largest electronics retailer
- Supported head of marketing in ensuring brand unity across 14 European markets and evaluated the impact of several potential partnerships on MediaMarkt's brand
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ADDITIONAL INFORMATION

Languages

- French (native), English (fluent), German (fluent)

IT skills

- MS-Office, Salesforce, VBA, WordPress

Extracurricular activities

- Member of Swiss winning team of P&G's 2017 CEO challenge, European-wide case study competition; presented a short-term growth strategy for Gillette to a panel of senior managers
- Board member of French speakers' association at University of St. Gallen, responsible for the association's relationship with 7 sponsors; doubled our memberships from 130 to 270
- Advised NGOs on their funding strategies under the supervision of project leaders from top tier consulting firms