



CORPORATE MARKETING TEAM

CORPORATE MARKETING ORGANIZATION



Eric Bussy

Worldwide Corporate Marketing and
Product Management Director

Product
Management

Marketing
Communications

Training

PRODUCT MANAGEMENT

AP & Purchasing, EDW



Catherine
Dupuy-Holdich
Product Manager



Dorota Beaurin
Assistant PM

AR, Host Access



Alice Meyrignac
Product Manager



Anna Mevellec
Assistant PM

TermSync



Maud Berger
Product Manager

SOP



Aurélien Coq
Product Manager

Mail Services,
Fax Services, FlyDoc,
Archiving



Michael
Greenland
Product Manager

Back Office, Common
Services



Thibault Samson
Product Manager

- Responsible for both product planning and product marketing throughout the product lifecycle
- Defines product vision and works closely with R&D, sales, marketing and support
- Works in partnership with POs on their respective solutions

- Trains and answers sales teams' requests on product offer, arguments, pricing, positioning and demos
- Works with ITS on customer cases
- Works closely with Marketing Communications and Training teams (internal and external training material)

MARKETING COMMUNICATIONS



Deborah Cornet
Corporate
Marketing Manager



Emilie Exartier
Marketing
Coordinator



Sorya Gautier
Marketing
Coordinator



Alric Jean
Webmaster



Delphine Colom
Creative Manager



Allison Brestaz
Graphic Designer



Stéphanie Brachet
Graphic Designer
Assistant

- Develop and roll-out lead generating marketing programs and campaigns
- Develop worldwide monthly reports – leads reports, web reports, etc.
- Ensure consistent messaging across all marketing activities and collateral, including website
- Organize worldwide marketing events including webinars, seminars and internal meetings
- Manage Esker websites and CID Guide (content, graphics, maintenance)

- Create, translate and localize marketing collaterals, customer communications, press releases and sales tools
- Design and create corporate visuals, including corporate identity, templates, advertisements, collaterals, show booths, etc.
- Design visuals for R&D (e.g., skins, Documentation site, etc.) and interfaces based on user interface and user experience methods
- Collaborate with country marketing managers & product managers on marketing strategies, product activities, campaigns, etc.

- Review and edit English material written by French natives (product managers, marketing and larger Esker community)
- Manage marketing tools (e.g., Survey Gizmo, emailing tools, etc.), and vendors (e.g., translation agency, printers, goodies, etc.) and provide training to product managers, country marketing managers and new marketing team hires

TRAINING



- Defines training needs, working closely with Country Managers, ITS, Technical Support, PS and Product Management
- Creates training materials (PPT, recorded demos, exercises)
- Delivers onsite and online training sessions
- Creates e-learning courses available in the “Esker University” online training portal



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