

# Frédéric SANUY

Consultant -  
Brand Advocate  
& DAM Leader -  
Media Press -  
Publishing -  
Web2Print - DAM  
- PIM - CMS



50 years old - Driving License -  
Strasbourg (67370) France

## Contact

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## About Me

Specialties: Integrative thinking  
& Flexible problem solving ;  
Business Opportunity spotting ;  
Disruptive and Catalytic  
innovation; Entrepreneurial  
and intrapreneurial models;  
Vision to Execution; Use of  
Technology for social or  
societal impact; Turnaround  
situation and mindset change  
in MNCs; Pragmatic business  
building; Social Entrepreneur -  
Social Media Strategist -  
LinkedIn Expert - Global brand  
management - Expert and  
Brand Advocate at Digital Asset  
Management Leader.

Visit : <http://www.frederic-sanuy.com>

 LinkedIn

 Twitter

 YouTube

## Skills

### DAM Expert

- Major strengths in leadership, problem solving and business development. World leading expert, thought leader, and executive with management strategy experience in Content Management including Digital Asset Management (DAM), Digital Strategy, Metadata and Taxonomy design, Content Management, Governance, and Rights Management. A focused, high-energy individual with a proven track record of meeting organizational goals through creation of cross-functional teams. Highly effective operationalizing complex, cross-media production process using both continuous improvement tools and change management skills.
- Specialties: Digital asset management (DAM), Production workflows, content management (ECM / CMS), distributed (global) workflows, category, metadata, taxonomy and controlled vocabulary development, editorial and media workflows, continuous improvement, change management, value-chain management, mentoring & coaching, application development and deployment.
- Industries: Agencies, Corporate, Consumer Packaged Goods (CPG), Consumer Brands, Media & Entertainment, Broadcast, Technology, Retail, Pharmaceutical, Healthcare, Insurance, Education and Manufacturing.

## Education

### Ph.D. in Physics

#### Nuclear Physics Institute

September 1995 to 1998

Experimental physics environment, with lots of hardware tweaking needed to proceed data collection from instrumentation. Attended international conferences and issued several papers in renowned physics related publications,

### DEA Nuclear Physique

#### Lyon

September 1994 to June 1995

### Maitrise Physique

#### Université Lyon 1 Claude Bernard

September 1994 to 1995

### Licence Physique

#### Université Lyon 1 Claude Bernard

September 1993 to 1994

### Math Sup/Spé

#### Lycée La Martinière Monplaisir

September 1990 to 1993

### BAC C

#### Lycée Jean Moulin

September 1989 to 1990

# Experiences

## CEO Activo -Consultant - DAM Expert & Solutions Architect



### Activo - Since January 2019

- I'm a 25-year expert of the information technology industry, with Digital Asset Management (DAM), Product Information Management (PIM) and Content Management System (CMS). I advise customers, technology project leader on digital strategy, technology business cases, and vendors.
- Specialties: Digital asset management (DAM), E-learning and xml-based workflows, content management (ECMS), distributed (global) workflows, category, taxonomy and controlled vocabulary development, editorial and media workflows, continuous improvement, change management, value-chain management, mentoring & coaching, application development and deployment.

## DAM PIM Product Owner



### Michelin - Since April 2019

- DAM project management and product owner, including use cases, RFP, vendors selection project implementation (#metadata #workflow #kpi #agile #scrum #jira #backlog) for worldwide deployment. Working with the Corporate Direction of Digital Activities.
- DAM PO with Wedia
- PIM. PO with InRiver
- Integration Sales Force and Apostrophe CMS - Architecte solutions

## DAM CMS Product Owner



### Accor - January 2021 to June 2022

- Managing the DAM CMS RFP for the global Accor Group. Working on UC, UGC and NFRs
- Working on the framing phase with Adobe Experience Manager ( AEM Asset and sites).
- Managing as PO DAM CMS leadership
- Tech Lead to the PIM project for RFP.

## Director of Marketing & Partner Programs Enterprise Solutions at DALIM SOFTWARE



### DALIM SOFTWARE - July 2017 to December 2018

- My role is to drive marketing sourced and influence pipeline creation for DALIM SOFTWARE GmbH Enterprise Business. Generating sales leads, database marketing, media and social channels, email nurture and multi-dimensional campaigns. Analyze effectiveness of key performance metrics that span the marketing funnel from impressions and inquiries to closed deals and revenue.  
Driving sales marketing alignment through the creation of marketing target and ROI models, setting marketing contribution targets and working closely with sales leadership to report on achievement.  
My major areas of focus are content strategy, strategy, marketing automation, search marketing, sales/marketing alignment, media optimization, ECM, Brands & Agencies Solutions, Packaging Marketing and database marketing. S
- Partner Management with resellers like Blanchard System, IO Integration US and UK, Galilee FR, Gaficon and Schwabe Braun DE, Hyphen IT...
- Partnership with other companies : Adobe, Ghent Workgroup, Fogra, Archiware, 65bit, Silicon Publishing, Chili Publish, Werk 2, Quark, Extenis, Global Vision, One2Edit...

## Pre-Sales Solutions Manager



**DALIM - October 2011 to July 2017 - Full-time - Kehl - Germany**

- Contribution to the creation of a solution team as central company resource (typically centralizing and handling RFP/RFI) for our sales direct and indirect organisation. Liaising with the service department in the transitioning of presales projects to implementation phase.
- Participate to the products support/service and particularly its "cloud based" demo infrastructure and related training.
- Contribute to beta sites follow up of the DALIM SOFTWARE products and related product management.
- Preparation of key presentations within the frame of the deployment and maintaining of Company demonstration infrastructure.
- Implementation/setup of the DALIM ES product for internal purpose.
- Consultant DAM, Post Production, Photo Studio, Brand business workflows.

## DSI CA Communication



**CA Communication - March 2002 to September 2011 - Full-time - Paris - France**

- DSI - Director Production
- IT Manager
- Consultant for CA retail customers

## IT Hachette Filipacchi Image



**Hachette Filipacchi Image - October 1999 to March 2002 - Full-time - Paris - France**

## Ph.D. in Physics



**Institut of Physics of Lyon - October 1996 to October 1999 - Full-time - Lyon - France**