

**ROBERT VINET**  
5 RUE DE LA PLAINE  
75020 PARIS  
+33 6 76 73 98 70 , robert.vinet@gmail.com

53 YEARS OLD  
MARRIED, 5 CHILDREN  
CITIZENSHIP : FRENCH, CANADIAN

## **BUSINESS KNOW-HOW**

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COMPANY / PROFIT CENTER MANAGEMENT  
COMMUNICATION, MARKETING, MARKET RESEARCH, INTERNET, VIRTUAL WORLDS, WEB 2.0, NEW TECHNOLOGIES  
DATABASE AND RELATIONSHIP MARKETING  
GENERAL MARKETING SERVICES STRATEGIES (MD / MR / PROMO / PR / EVENTS)  
COMMUNICATION CAMPAIGNS, CHANGE MANAGEMENT

## **CAREER HISTORY**

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<b>2006 TO TODAY</b>	<b>COMMUNITY CHEST, 3D INTERNET EDITOR – SECOND LIFE PARTNER AND FOUNDER</b> <ul style="list-style-type: none"><li>▪ Responsibilities :<ul style="list-style-type: none"><li>– Strategy and development</li><li>– General Agency Management</li><li>– Financial Management</li></ul></li><li>▪ Missions :<ul style="list-style-type: none"><li>– Strategic and Marketing consultancy, e-commerce and v-commerce architecture</li><li>– 3d internet consultancy (Second Life, OpenSim and others)</li><li>– Change management</li><li>– Digital workspace design – Virtual training, v-commerce and v-marketing</li><li>– Driving of Agency competition</li></ul></li></ul> <b>MAIN CLIENTS : MICHELIN, SHELL, DIM, ARCELORMITTAL, SCHLUMBERGER</b>	Paris, France
<b>2005 TO 2006</b>	<b>MILLWARD BROWN, MARKET RESEARCH (KANTAR – WPP) CEO / MANAGING DIRECTOR</b> <ul style="list-style-type: none"><li>– In charge of the ExCo (Executive Committee)</li><li>– Management of 100 staff</li><li>– P&amp;L, Financial Reporting</li><li>– Management of international approaches</li><li>– Marketing and Communication of the French subsidiary</li><li>▪ Missions :<ul style="list-style-type: none"><li>– New Biz and New Products strategies</li><li>– Agency reengineering</li><li>– Development of new marketing approaches around Millward Brown qualitative and quantitative products</li><li>– E-migration of the company, change management</li><li>– New Biz pitch driving</li></ul></li></ul> <b>MAIN CLIENTS : FRANCE TELECOM, UNILEVER, DANONE, PERNOD RICARD, BOUYGUES TELECOM, VW</b>	Paris, France
<b>2002 – 2005</b>	<b>COMMUNITY CHEST, MARKETING - INTERNET PARTNER AND FOUNDER</b> <ul style="list-style-type: none"><li>▪ Responsibilities :<ul style="list-style-type: none"><li>– Strategy and development</li><li>– General Agency Management</li><li>– Financial Management</li></ul></li><li>▪ Missions :<ul style="list-style-type: none"><li>– Strategic and Marketing consultancy</li><li>– Web 2.0 consultancy (blogs, social network software, wikis)</li><li>– Change management</li><li>– Relationship Marketing operations (CRM, e-CRM) for many clients (B to B / B to C)</li><li>– New Biz strategy</li><li>– Driving of Agency competition</li></ul></li></ul> <b>MAIN CLIENTS : OGILVY ONE, JUMP FRANCE, CIVB, AIR FRANCE, CAISSE D'EPARGNE, UNICEF, MOTOROLA, EQUANT, WWF</b>	Paris, France

1998 – 2002

**DRAFTDIGITAL, MARKETING SERVICES (DRAFTWORLDWIDE – IPG)**

Clichy,  
France

**CEO**

- 1998 : Sale of Synthèse Marketing to DraftWorldwide and rebranding to DraftDigital
- Responsibilities :
  - Member of DraftWorldwide France executive committee
  - Management of 25 staff
  - Financial Reporting
- Missions :
  - DraftWorldWide agencies re-engineering
  - Relationship Marketing operations (CRM, e-CRM) for many clients (B to B / B to C)
  - Strategic consulting for international clients (USA / Europe)
- Financial Results : Gross Margin growth from 10 MF to 22 MF, growth of profit from 5% à 20%

**MAIN CLIENTS : DAIMLERCHRYSLER, CRÉDIT FONCIER DE FRANCE, FIAT AUTO FRANCE, ASTRA SATELLITE, NESTLÉ, OPEL, MAILLE**

1988 – 1998

**SYNTHÈSE MARKETING, MARKETING SERVICES**

Issy-les-  
Moulineaux,  
France

**CEO / FOUNDER**

- Creation of a Marketing Services group around 4 operational structure :
  - Vinet & Associés – Database Marketing Agency
  - Eclectic – Direct Marketing and Sales Promotion agency
  - Logistique Directe – Operational management of communication campaigns
  - Business Data Base – IT agency specialised in communicating software (IBM partner for Lotus Notes)
- Responsibilities :
  - Group Management
  - Management of 30 staff
  - Management of key accounts
  - Financial management of the structure
- Missions :
  - Direct Marketing consultancy for Agencies and companies
  - Creation and management of Marketing Databases
  - Market Research
  - Relationship Marketing operations (CRM, e-CRM) for many clients (B to B / B to C)
  - Strategic consulting for international clients (USA / Europe)

**MAIN CLIENTS : MERCEDES-BENZ, NESTLÉ, PASSIONNATA, ELIZABETH ARDEN, VOLVO, LÉGO**

1983 – 1988

**A.I.D. (ANALYSE INFORMATIQUE DE DONNÉES), MARKET RESEARCH AND STATISTICAL ANALYSIS CTO**

Versailles,  
France

- Responsibilities :
  - Production IT management
  - Technical management of projects
  - Statistical Analysis
  - Management / coordination of IT teams (development / production)
- Missions :
  - Development of a GPAO software for industrial window manufacturers
  - Creation and production management of marketing databases
  - Modeling for the Bison Futé studies
  - Creation and development of a personal direct marketing software (Paola / Plenty)
  - Creation and management of production procedures
  - Client portfolio growth (Agents Généraux UAP)

**MAIN CLIENTS : UAP, MINISTERE DE LA SOLIDARITE, IPC PARIS, MINISTERE DU TRANSPORT, BNP**

**EDUCATION**

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1974 – 1977

**UNIVERSITÉ DU QUÉBEC À MONTRÉAL, (UQAM)**  
Mathematics / IT / Philosophy

Montréal,  
Canada

**LANGUAGES**

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**FRENCH**

Mother tongue

**ENGLISH**

Fluent (speaking, reading, writing)