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EMEA Marketing Manager

"Born on the Net. Passionate about Marketing. Driven by Results".

English: Fluent / Spanish: Fluent / French: Native

Professional Experience -----

July 04 to Present



- EMEA Marketing Manager, Small and Medium Business

- **22 000 employees** (Tenovis acquisition in November 2004, 5500 employees)
- **Marketing budget : 1.5 M dollars**, Manage a team of 2, **report to WW VP Marketing, SMBS**
- **Built and execute marketing plan in Austria, Denmark, Dubai, France, Germany, Italy, Netherlands, Nordics, Russia, Spain, Sweden...**
- **Channel Marketing : Indirect Business model: 600 Business Partners** (distributors, resellers, VAR's, SI's), organisation and implementation of a roadshow. Design and deployment of marketing-in-a-box tool.
- **Lead Generation: deployment of a pan-european integrated campaigns (Direct mail, email, telemarketing, advertising)**
- **Built marketing plan with Service Providers (Telecom Italia and Batelco)**
- **Press Relations and Product Marketing :** Launch of IP Office 3.0, Case studies.
- **Alliance marketing :** Built relationships with HP and Microsoft in EMEA.
- **FIFA World Cup 2006 :** member of the organisation team, sales incentive

March 02 to July 04



- (EUROCLEAR 7592) International Partners and Marketing Director

Leading international consultancy company - **500 employees - Turnover : 44.3 M Euros**

- **Marketing Budget 2003 : 550 K Euros – Sales Objective : 1 M Euros**
- **Member of the Executive Committee (Group, France). Manage a team of 3 (Paris, New York).**
- Created strategic and operational marketing Plan. Monitor competition.
- **Marketing and Communications Operations:** Developed and Implemented marketing and sales tools.
- **Lead Generation:** Implemented Direct Marketing campaigns (mailing, e-mailing and telesales), organized International monthly seminars.
- **Press Relations and Internal Communication:** Manage two agencies. Create NET2SPIRIT and NET2SPEAKERS programs.
- **Web Marketing:** invitations to tender, Creation of a new website (3 languages),
- **Channel Marketing and Strategic partnerships:** Creation of the NET2S Partner Program. 20 partners including : Computer Associates, Citrix, Checkpoint, Critical Path, Foundry Networks, GL Trade, HP, IBM, Iona, Microsoft, Network Associates, W4 ...
- **International Institutional representation** (spokesperson)

April 99/ March 02



- EMEA (Europe, Middle East, Africa) Marketing Director

Leading Software company in the Portal Industry - **120 employees – 350 customers**

- **Marketing Budget 2000: 4 M Euros / Budget 2001: 1.6 M Euros.**
- Created strategic and tactical Marketing and Business Plans. **Member of the Executive Committee.**
- Recruit and **manage the European team** of 9 people in France, Germany, Spain and the UK.
- **Marketing and Communications Operations:** Developed and Implemented marketing and business plan, managed the budget and all the external communications programs.
- **Product Marketing:** Designed International marketing tools and packaging. Monitor competition. Guide development.
- **Lead Generation:** Implemented Direct Marketing campaigns (mailing and telesales), weekly seminars.
- **Press relations:** Recruited and managed five European agencies. Organized roadshows (product launch, funding round, brand exposure campaign): More than 1,000 articles published in 2 years.
- **Web marketing:** Conceptualized the International websites (five languages). Managed the on-line advertising campaigns and e-mailing.
- **Channel Marketing:** Created the Mediapps Business Partner Program including the certification program, co-marketing campaigns, partner extranet and monthly newsletter. 140 partners - 23 countries.
- **International Institutional representation** (spokesperson)
- **Strategic partnerships include:** Business Objects, IBM, Lotus.

Feb / Apr 99

COMPAQ

- Marketing Programs Manager

- Implemented CSA (Compaq Solutions Alliance) and **Active Answers** programs.

Jul 98 / Jan 99

Lotus.

- Academic / Education Marketing Manager, EMEA

- Developed the education market in Europe.
- Created and managed the “Raconte- moi Internet” Web site, a site focused on teaching children about the internet.

Education -----

1994 / 1998



Diplômé de l'Ecole Supérieure du Commerce Extérieur (E.S.C.E. PARIS)

Specialisation: International Marketing, Logistics and mastering information technology

Miscellaneous -----

Computer Technology: Work daily with PC and Macintosh computers (Microsoft, Lotus Notes, Word Pro, Lotus 1-2-3, etc., Adobe Photoshop, etc., as well as HTML and Java programming).

1995-98

Founder and President of **Week'n Fun**, a student association organizing cultural and sporting events.

Sports activities: Advanced (football, squash and golf).