

BENOIT COTTE

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TEACHER
LECTURER
SPEAKER
CONSULTANT



EXPERIENCE

Adjunct Faculty, Lecturer at CMMU

Bangkok, September 2012 - Present

Masters classes taught: Digital Marketing, Advertising, and Brand Management.

Faculty, Lecturer at Stamford International University

Bangkok, October 2013 – October 2017

Bachelor classes taught: Digital Marketing, Psychology, Social Psychology, Consumer Behavior, Current Topics in Business and Marketing...

Marketing Director at Wall Street Institute, Education

Bangkok, January 2011 - February 2012

In charge of all new client acquisition channels

84,000,000 Baht annual budget under management.

CEO, founder at Allyssons, Digital Marketing Agency

Vannes, France, 2006 - 2010

E-marketing, research and training

SEO, CRM marketing, CMS, web analytics and PPC management for E-Commerce websites.

Managing Director at Start Me Up, Advertising Agency

Paris, 2000 - 2006

Creating and producing 360° online and offline marketing campaigns

Born from the merger of Metamedia (see below) with Start Me Up agency.

Leading and coordinating creative and sales teams, interfacing between clients, tiers and our agency

Clients: BNP Paribas, Axa, Société Générale, Barclays, Accor Group, Carrefour...
Several creative prizes

Co-Founder and Board Member at La Cantinière, E-commerce

Paris, 2003 - 2006

Founding an E-commerce website dedicated to high-end kitchen ware

In charge of developing best E-commerce practices, including content, product research, SEO, CRM, PPC and Analytics. 95 000 clients by 2006.

Summary

30+ years experience in
consumer behavior,
entrepreneurship,
management, marketing,
sales, design and digital
marketing

Intuitive, analytical and
creative thinking

Excellent interpersonal and
intercultural communication
skills

Languages

English, native
French, native
Spanish, proficient
Thai, intermediate

Education

MBA, M.Sc.,
Ph.D. ongoing

CEO, founder at Metamedia, Multimedia Design Studio

Paris, 1994 - 2000

Developing customized multimedia solutions for international clients

Clients: Carrefour, Essilor, Sony Music, Emi, Columbia Records, Honeywell, Disney, FAO...

50% revenue growth per year.

COO at Hautefeuille, Advertising Agency

Paris, 1992 - 1994

Developing from scratch desktop publication production solution

Change manager, project manager, trainer. Internalized 75% of publishing production.

Clients: JVC, Honda, Britany Airways, Ducros...

Architect's assistant, graphic designer, several positions

1987-1992

Military: French Airborne Marines, 6th RPIMa

1985 - 1986

EDUCATION

Ph.D. ongoing

College of Management Mahidol University (CMMU), Bangkok, 2017- on hold (all but dissertation)

International MBA

Audencia Business School, Nantes, 2008 - 2009

Masters in Social Sciences, International Business Development

Université de Bretagne Sud, Lorient, 2007 – 2008

PROFESSIONAL CERTIFICATION

Data Science

Johns Hopkins & Bloomberg School, 2104

Entrepreneurship: Launching an Innovative Business

University of Maryland, College Park, 2014

TEFL

World TEFL Association, 2010

COMPUTER SKILLS

HTML, XML, CSS, SEO, Google Analytics, Google Adwords, Facebook Insights and Facebook Business Manager, Dreamweaver, Microsoft Office suite, Adobe CS suite, Amos, Gretl, SPSS, Python...

INTERESTS

Photography, scuba diving (certified Rescue Diver), autonomous living, future trends, design, Frisbees, green architecture, personal finance...