

ANTOINE DREVON, 12/11/1975, married, 3 Kids
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Marketing and Distribution professional with Telco (Fix Broadband, mobile) and International experience. Strong business drive with focus on Portfolio revamp, value base management, digital, distribution transformation and management of international medium sized teams (up to 40)

EDUCATION

EDHEC, Ecole des Hautes Etudes Commerciales du Nord
Master of Marketing

Pictou Academy
After graduation in France,
Grade 12 in English Canada
+ Assisting French teacher

FIRST EXPERIENCES

Alcatel Mozambique
Assistant commercial area manager
In charge of follow-up of commercial development. Key achievements : 18 M of Euros of contracts signed 2000/01

Reckitt Benckiser France
Internship 1999
Assistant Product manager

ORANGE EXPERIENCES FRANCE - INTERNATIONAL

Orange France Home
Voice Department Manager
In charge of marketing plans for PSTN voice and monitoring value transfer to VoIP on B2C market. Key achievements: Secure Annual Turnover above 1 billion Euros.

Orange France Mobile
Mobile CBM Marketing Manager
In charge of value base management (20 M customers) and Low price Market (1,3 Billion Euros revenue). Key achievements: Orange was the less impacted by 4th low cost operator entering French mobile market (Free).

Orange Senegal
Mobile Marketing Director
In charge of Mobile prepaid portfolio, CBM, performance. 7 Million customers, 375 Million Euros Revenue. Key achievements : new mobile portfolio generating growth, and increasing value market share above 50%.

Orange Jordan
B2C Marketing Director
In charge of the mass market marketing Mobile and Broadband. Definition and execution of the B2C marketing plan. 2,5 Million customers, >200 Million Euros Revenue. Team of 40 people. Key achievements : Back to growth on retail Mobile and broadband. Launch of Fiber, Youth mobile portfolio, 4G+, Industrialized CBM, Digital transformation

Orange Middle East and Africa
Headquarter, Morocco
Business Development, operational OMEA common ground and transversal performance Director to the OMEA deputy CEO in charge of operation
Key achievements : Over achievement for turn over and Ebitdaal for MEA over the period (1st growth engine for Orange group). "Common ground Program" up and running with 9 shared services center based in Africa serving 17 affiliates. Business development, on top of Ethiopian process (ongoing), at least one closing anticipated by end 2022.

Orange Senegal
Sales transformation and performance director
In charge of distribution performance and transformation : new commissioning scheme, Geographical organization, Pro market sales force. Key achievements: revenue growth with distribution cost optimization .

SKILLS

- French : mother tongue
- English : fluent
- Portuguese, good knowledge
- Spanish : notions

- Marketing Internet and Mobile
- Value base management
- Customer Experience
- Network Marketing
- Distribution / Pro Market
- Leadership
- Intercultural management
- Presentation (written and oral)

INTERESTS

- Travels in Europe, Africa, Middle-East
- Sports : skiing, diving, squash
- News politics, economy, sports
- Movies, Theatre