



**LAURENT REGLAT**

## ABOUT ME

Through a career of successfully managing complex and strategic projects, I have developed the ability to **understand and exceed client needs and expectations**.

Throughout my career, I have demonstrated a commitment to providing **pragmatic, actionable and value-added solutions** that deliver tangible results.

My strong client-facing background allows me to bring a **360-degree understanding** of the business world and translate that knowledge into effective strategies.

I specialize in **proactively identifying opportunities** for improvement and driving quality and efficiency initiatives to maximize marketing and sales performance.

Based in Toulouse, I have demonstrated my **adaptability to different working environments** and am comfortable working in both remote and hybrid environments.

I bring a **strategic mindset and a hands-on approach** to every role, always with the goal of driving growth and improving performance.

## CONTACT

**+33 (0)6 61 32 00 20**

[laurent@reglat.com](mailto:laurent@reglat.com)

4, rue des Fusains - 31400 Toulouse

## Corporate Marketing Director | since 2024

INETUM - Digital services and solutions - Paris

*Reporting to the Group Chief Strategy and Marketing Officer*

### **Global Marketing Operations Leader**

#### **Processes & Tools**

- Establish guidelines for marketing plans, lead generation and awareness campaigns to harmonize the activities of the marketing teams in 9 countries.
- Oversee standards and guidelines for marketing processes and tools: Salesforce, Pardot, Power BI.
- Analyze and measure marketing campaign performance.
- Track and report on global marketing spend.

#### **Coordination**

- Promote a collaborative and supportive work environment.
- Work with local marketing teams to optimize marketing efforts.
- Develop and maintain strategic relationships with industry analysts, particularly with Gartner and PAC.

### **Marketing Business Partner for Inetum Solutions Global Business Line**

- Member of the GBL Executive Committee

#### **From Ambition to Strategy**

- Drive the marketing strategy to increase the share of Inetum Solutions' revenue from 25% to 50% of the Groupe's revenue in 3 years.
- Lead global marketing content creation initiatives in collaboration with leaders, global alliance managers, and subject matter experts to develop compelling materials (e.g. Generative AI: global offering, value proposition, differentiators, off-the-shelf marketing assets, digital campaign).

#### **From Strategy to Tactics**

- Develop comprehensive Go-To-Market strategy for country marketing teams, ensuring the localization and execution of consistent campaigns.
- Orchestrate content strategies with other stakeholders, such as global communications, digital marketing, and thought leaders.

## Marketing Operations Director | 2020-2024

CGI - Digital services and solutions - Paris

*Reporting to the Vice President MarCom, Western & Southern Europe*

### **MarkOps and RevOps for Western & Southern Europe**

#### **Management of cross-functional projects**

- M&A: Sales integration and data transfer (CMC in 2021 and Umanis in 2023).
- MarCom relay with cross-functional teams: Finance, Sales and Operations to ensure alignment and efficiency.

#### **Marketing technology stack, KPIs and Processes**

- Marketing automation platforms (Hubspot - Activetrail) solving DNS issues increasing deliverability by 80%.
- Create dashboards for KAM, BU leaders to track pipeline, revenue, and client meetings (Tableau).
- Responsible for tracking the results of sales and marketing campaigns.
- Provide monthly quantitative and qualitative reporting to Top Executives.
- Conceptualize the knowledge management process of the company in 2023.

#### **CRM Champion for Europe: Microsoft Dynamics**

- Create and deploy mandatory e-learning for CRM users in 2022.
- Reconciliation of Order Intake each quarter in financial tools and CRM.

### **Strategic Marketing**

- Implement a sales-led Go-To-Market mindset to define the optimal target.
- Develop and implement comprehensive ABM and DBM strategies to enhance alignment between marketing and sales, thereby increasing the win rate.
- HR management of 3 marketing consultants based in Toulouse and Paris.
- Operational management of 4 Business Process Operators in Morocco.

## HARD SKILLS

Data-Driven Insights and Analytics  
Business Partner  
Technological proficiency  
Storytelling  
Content Creation  
Strategic Leadership  
Fluent in English

## SOFT SKILLS

Customer Focus  
Reliability  
Proactivity  
Adaptability  
Integrity  
Teamwork  
Stakeholder management

## EDUCATION

### Toulouse Business School

1999–2002  
Bachelor's Degree in Business  
Administration  
Toulouse, France

### Galway Mayo Institute of Technology

2000–2001  
2<sup>nd</sup> year of Master of Business and  
Innovation Management  
Castlebar, Ireland

### Continuing Education

PMI Project Management  
The UX Design approach in practice  
Manufacturing Innovation  
Managing your project with Scrum

## INTEREST AND ACTIVITIES

Avid reader of graphic novels  
Running three times a week  
Flying away to discover new cultures

## MORE ABOUT ME

[LinkedIn Profile](#)

## Director Consulting Services | 2019–2020

CGI – Digital services and solutions – Toulouse

*Reporting to the Vice President Consulting Services, France Sud*

### **Business Development**

- Key Account Manager for EDF DSI Direction Commerce
- Turnover of the scope managed: 3.5M€

### **Project Management**

- Delivery management of 5 Agile build projects – 22 engineers.
- Prepare and animate the monthly steering committees.
- Ensure the quality of the teams' delivery, control contractual evolutions, anticipate risks and implement performance models and execution plan.

### **People Management**

- HR manager of 10 engineers (coaching, objectives, career path, staffing).
- Recruitment and operational supervision.

## Head of Sales | 2011–2019

MASTERFILMS – Audiovisual & Event Production – Toulouse

*Reporting to the President and Chief Executive Officer*

### **Business Development**

- Global Account Manager for Airbus.
- Contractual relationship with Airbus procurement and communication functions.
- Individual annual turnover: 2M€ / Global Account turnover: 9M€.
- Coordination of marketing and sales initiatives (5 sales managers).

### **Project Management**

- Management of more than 200 events per year (International Air Shows, internal and external events).
- Development of digital applications dedicated to exhibitions & events.
- Accountability for On Time, On Cost, On Quality.
- Implementation of agile methodologies and collaboration tools.

### **People Management**

- Supervise and coordinate of a multidisciplinary team of permanent and freelance staff.
- HR management of 3 production managers delivering services.
- Supplier management from sourcing to invoicing.

## Sales Manager | 2005–2011

TRIAXE – Audiovisual & Event Production – Toulouse

- Key Account Manager for Airbus.
- Coordination of audiovisual event services.
- Production of corporate communications films.

## Partnerships Manager | 2003–2005

EUROPA GROUP – Professional Congress Organizer – Toulouse

- Marketing and sales of exhibition space and partnership packages.
  - World Computer Congress in Toulouse.
  - Game Theory Society Congress in Marseille.

## Event Manager | 2002–2003

LA MÊLÉE NUMÉRIQUE – Event organizer – Toulouse

- Logistic and technical management of events related to the digital economy
- Management of relations with public and private partners.