

JOHANNES SCHNACK



Contact

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Myers-Briggs ENFP

Nationality: German

Born 1963

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Languages

Dutch – C2

French – C2

English – C2

Spanish – C1

Greek – B1

German – A2

Summary

Senior Digital strategist, with a +25 years of experience in the digital world | Defining Effective and Efficient Digital Strategies | Performant eCommerce Manager | Media Buying and Social Media integrator | Connecting the digital dots in Global projects & International Organization

Core competencies

Strategic Transformations Lead, National/Global operations, New Business Development, Change Management, Strategic Partnership Relations, New Product Development, Team Building & Training.

Experience

Accenture – 2018 to date

Global Engagement Manager at Leading Vaccines Life Science

- Transforming the Global team (Vaccines Therapy Area) into the digital transformation
- Improving the overall Customer Experience both for Healthcare Pro and for Consumer.
- Deploying Modular Content supporter by strong Persona data-based and Customer Journey
- Leading the usage of Data Driven Marketing through Therapy Area's
- SPOC for 6 brands (Brand Manager, Director, VP & Medical)

Publicis Media – 2017 to 2018

Head of Strategy

- Support the change from a Media Buying Agency into Audience Buying and Consultative Agency, supporting in education, innovative approach
- Introduce advanced technological solution for better media effectiveness
- People management: 8 persons

Delhaize – 2015 to 2017

Digital & e-Commerce Manager

- Develop and cascade the Digital strategy, in line with Delhaize's commercial strategy. Translate it into an operational roadmap
- Define and implement Performance Based digital campaigns. Their content, channel and management are operating smoothly (technical and content) to increase customer loyalty, generate conversions and ultimately increase overall sales.
- Achievement in Sales: growth in online sales (double digit), Media buying better efficiency by 15% Media design: growth by 27%
- People management: 12 persons

Internet Society (NGO) – 2019 to date

General Secretary – Member of the Board

Internet IS for everyone, but it won't be unless WE ALL make it so

Experience

Havas Media - 2013 to 2015

Managing Director

- Sustain the revenue and benefits of Social Media within Havas group.
- Build innovative product to help brands achieve a better Share of Voice within the Social universe +54% (*Citroën awarded Social Newsroom Silver AMMA Award*)
- People management: 12 persons

The cube – 2011 to 2013

Strategic & Business Development

- Start-up innovating in Data Visualization & Insights within the Social Media Universe with strong concept Share of Voice, Share of Market.

Emakina – 2017 to 2012

Strategic Consultant

Strategy to drive awareness and consideration in the digital universe with a strong focus on conversion and repurchase for these brands: **Solvay** – Pharmaceutical: **Baxter**, *Worldwide pathology platform*, *IMA Award Best in Class* – **Abbott** – **AstraZeneca** – **Pfizer** (Quit Smoking campaign, > 50% notoriety) – **GSK** (First collaborative platform) – **UCB** – **Baxter** (Rheumatoid Arthritis SOV >15%), Banking: **Banque Degroof**, **Delta Lloyd Bank**, **Fortis**.

- **Puratos** - Food Ingredient for Bakery, Pastries – Digital worldwide strategy and communications support
- **Wolf Oil Corporation** – European Oil Blender – Branding strategy and European digital strategy. 4 years plan that positioned Wolf Oil as #1 in the B-Brand oil industry with a 2 digits growth

Previous experiences

io – Founder Digital Agency 2007 to date

Dentsu – Strategic planner 2009/2010

Affinion – Marketing Director 2004/2007

Sopres – Communication Director 1997/2004

Nintendo – Consumer Service Manager 1992/1997

Lecturer

- **CREA Digital** – Master in Digital Communication, Geneva, Switzerland
- **ECS** – Master in Digital Strategies, Brussels, Belgium

Education

ULB – Master's in Advertising 1991

Penta Training – Management, Sales, Change Management

Internet Society Training on Building Community Networks

Accenture Leadership DNA.

Skillsoft on Managing Change