



Jean Maurice Touboul Presentation

Introduction

Creative and highly effective executive with career progression in entertainment/media and e-commerce, globally.



Result-driven with a track record and reputation for building strong teams in multi-cultural environments. Very effective at developing solid business plans, establishing clear objectives, and managing budgets efficiently. Add value to a company's bottom line by solving problems, improving productivity and greatly enhancing efficiency via empowerment.

Team Building and Mentoring

- Set up and managed teams globally, successfully bridging significant time and cultural differences.
- Management philosophy based on establishing a partnership with employees.
- Use open project plans designed to empower individuals and promote each team member's initiative, dedication and accountability.



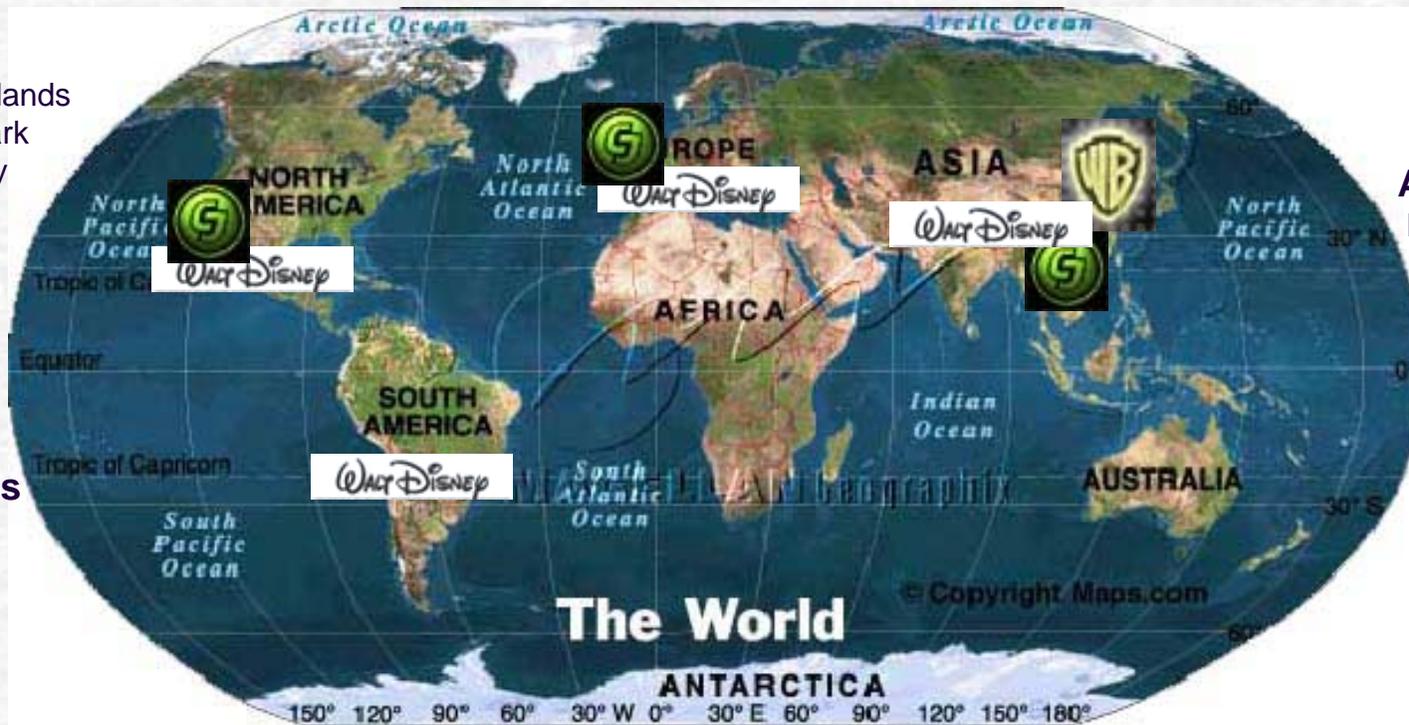
Global Experience in Business Development, Operations and Support

Europe

France
UK
Netherlands
Denmark
Norway
Italy
Spain
Poland

Americas

US
Canada
Mexico
Brazil



Asia

Hong Kong
Japan
Korea
China
Taiwan
Singapore
Thailand
India

Established business units and operations across the globe for Disney, Warner Bros., and Commission Junction, insuring tremendous international growth of each company

Search Marketing, E-Commerce and Innovative Designs



Innovative Designs



E-Commerce Driven Sites



Fun and Original Concepts



Internationalization

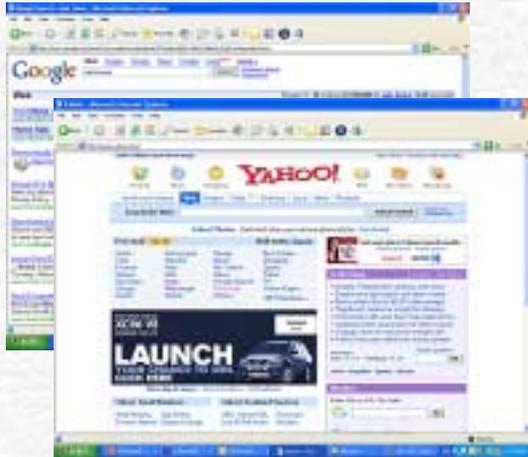


Optimized Content



Sites Optimization and Submission

Online Ad Campaigns



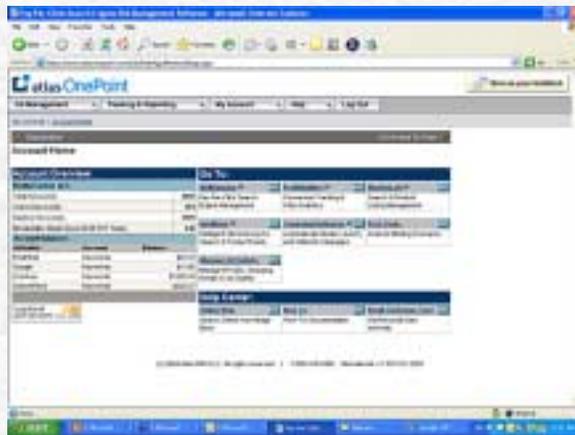
Search Campaign



Sponsorship



Partnerships and Branding



Campaign Management



Banner Advertisement

Online Branding, Marketing and Promotions

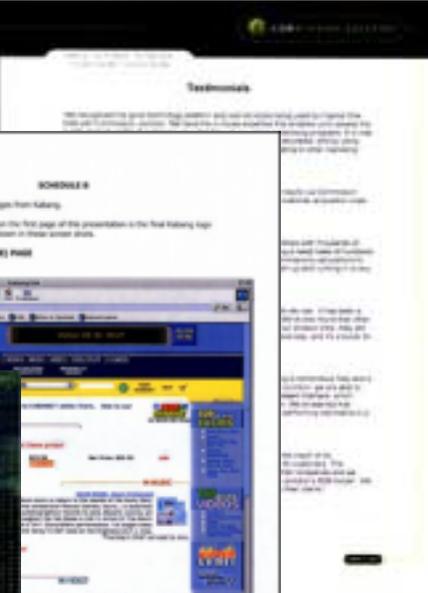


Affiliate Marketing

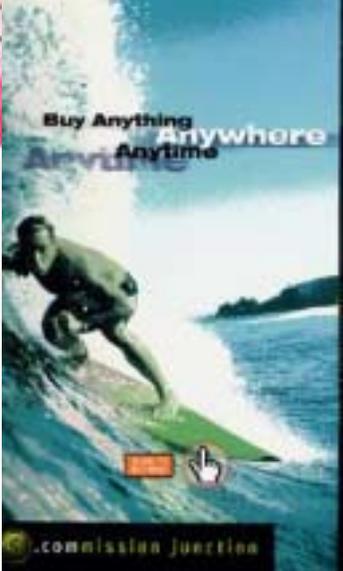


Newsletters

Guerilla



Viral



Blogs



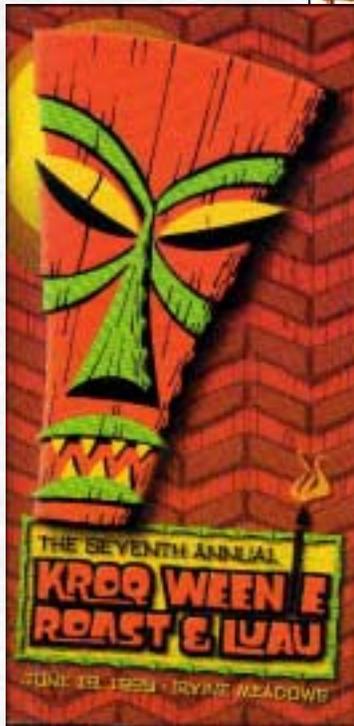
eZines



e-mail Promotions

Search Engine Marketing

Off Line Ad Campaigns



Events



Promotions

Magazines
Ads



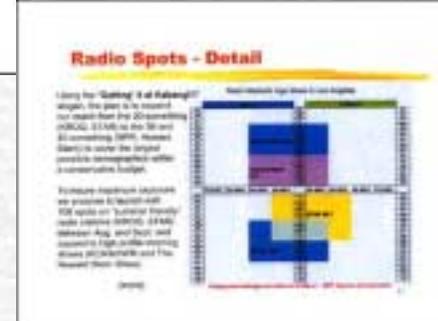
Radio Commercials



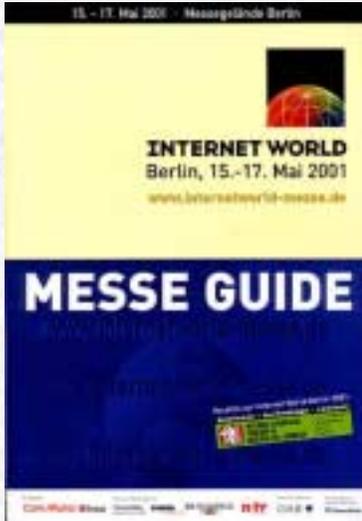
Outdoor
Advertisements



Marketing Support to Maximize Sales



Trade Shows



Berlin



New York



Participated as a speaker and exhibitor



Paris



Singapore



Santa Barbara

- IW New York – Exhibitor
- Affiliate Solution NY – Exhibitor/Speaker
- Affiliate Solution London – Exhibitor/Speaker
- IW Mexico 2000 – Exhibitor
- IW Dublin 2000– Speaker
- CJU Santa Barbara – Host/Speaker
- IW London 2000 – Exhibitor
- IW Paris 2000 – Exhibitor/Speaker
- IW Tokyo 2000 – Exhibitor
- IW Hong Kong 2000 – Exhibitor/Speaker
- IW Singapore 2000 – Exhibitor/Speaker
- e-Market Paris 2001 – Exhibitor
- IW London 2001 – Exhibitor
- IW Berlin 2001 – Exhibitor
- IW Los Angeles – Exhibitor/Sponsor



Driving Press Exposure



United States



International

Film, Video, Television and Media Services



Publishing

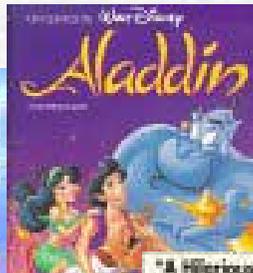


Movie
Soundtracks



Music
Publishing

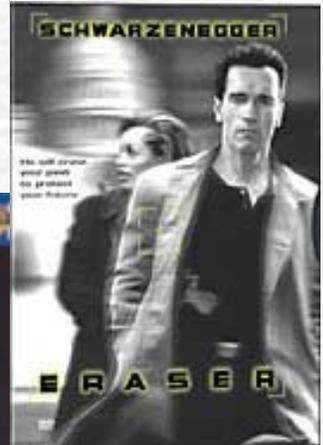
Television



Home Video



Theatrical



- Contributed to Disney-BVI prominence in the world achieving #1 distributor
- Contributed to the establishment Warner Bros. as the #1 film distributor in China
- Supervised the production and marketing of movie soundtracks and music CDs

Final Word

- 1. Ability to successfully assemble and manage teams, encouraging individual initiative while putting emphasis on team accomplishments.**
- 2. Expertise setting up international operations, sales/marketing and services as well as recruiting and managing multi-cultural staff.**
- 3. Excellent strategist with proven abilities to correctly analyze trends and devise successful business and operational plans.**
- 4. Solid client services experience with a dedication to achieving total customer satisfaction.**
- 5. Superb marketing instincts with ability to develop solid strategies for B2C and B2B in e-commerce and entertainment.**
- 6. In-Depth knowledge of website development with expertise in content management, on-line marketing, data mining, customer service.**
- 7. Very solid experience in entertainment and media with extensive track record of successes, greatly expanding businesses worldwide.**
- 8. Sharp vision in the application of state-of-the-art technologies for on-line marketing, database mining as well as management and communications.**
- 9. Focused on increasing productivity by improving performance via individual motivation and cementing team spirit.**
- 10. Superb communication skills at all levels with ability to solve problems by initiating dialogue, listening and understanding concerns, and offering concrete ideas.**



Thank you

Jean Maurice Touboul is available for any assignments

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Also, visit: <http://www.jtouboul.com>

