

SYLVAIN QUERNE

CEO, General Manager

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Italy

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SKILLS

Technical: P&L Management (€500M+), Corporate Strategy, Business Turnaround & Transformation, Go-to-Market (GTM) Strategy, Commercial Strategy & Operations, M&A Integration, Revenue Growth & Demand Generation, Digital Transformation, eCommerce Strategy, B2B & B2C Marketing, Sales Enablement, Partnership Development, Market Intelligence, Omnichannel Marketing

Tools: Salesforce CRM, Salesforce Marketing Cloud, Marketing Automation Platforms, Google Analytics, Business Intelligence (BI) Dashboards, Digital Ad Platforms

Languages: French (native), Italian (native), English (fluent), Spanish (fluent)

EDUCATION

Bachelor of European Business with Technology 2001
Pole Universitaire Leonard de Vinci, France

Bachelor of Business with Technology 2001
Politecnico di Torino, Italy

Executive Training Program 2010
SDA Bocconi School of Management, Milan, Italy

PROFESSIONAL SUMMARY

Transformational executive with 25+ years' experience scaling technology and fintech ventures. Proven in commanding full Profit and Loss (P&L) up to €500M, directing corporate strategy, and executing enterprise-wide digital transformations. Adept at leading cross-functional teams to secure market leadership, drive profitable revenue growth, and achieve business turnarounds.

CAREER HIGHLIGHTS

- **Revenue Transformation:** Reversed -9% decline to +4% growth (€60M insurance business) ; scaled €500M+ eCommerce division with 15% conversion lift
- **Commercial Architecture:** Built complete GTM strategies for 10+ startups; architected €1M+ GMV partnerships ; designed post-M&A turnaround structure for €30M company
- **Digital Leadership:** Scaled mobile to 25% revenue contribution (100% YoY growth) ; orchestrated digital transformation across 100+ person teams in regulated industries
- **P&L Ownership:** Managed €500M+ (MediaWorld), €60M (Assiteca), €150M (Nokia)

WORK EXPERIENCE

- Founder

01/2026 – Present
- JobMentis | Remote

- Solo-founded and bootstrapped JobMentis, a human-in-the-loop, AI-native freemium career operating system, acquiring over 1,000 users in one week via a viral loop.
 - Opened B2C and B2B monetization channels, driven by SEO/GEO, and press. Reached 110+ active paid users and adding 1.000 users a month through organic growth.
 - Scaled to profitability within 6 months of launch, achieving 10k ARR and 25% month-on-month growth.

INTERESTS

- Sports (swimming, fitness, trekking, football, stand up paddle)
- Photography
- Travel (visited over 30 countries)

Business Advisor and Fractional Executive

07/2024 – Present

Multiple Startups and Scaleups | Milan, Italy

- Advised 10+ technology startups on unified revenue and GTM strategies, integrating sales, product marketing, and customer success to accelerate growth.
- Architected a fintech startup's complete commercial structure, securing over €1M GMV through strategic partnership acquisitions.
- Directed a post-M&A turnaround for a €30M company, establishing new business units and partnerships to embed predictable revenue growth.
- Led commercial development and global GTM strategy for an ESG Joint Venture, exceeding \$600k in sales and establishing a Middle-East office.

Marketing and Digital Director

06/2023 – 07/2024

MediaWorld (MediaMarkt Group) | Milan, Italy

- Commanded a €500M+ eCommerce division with full P&L accountability, deploying a €60M+ marketing budget to drive profitability and market penetration.
- Captured 1.2 percentage points of market share in a declining market via targeted omnichannel campaigns, SEO, and data-driven dynamic pricing.
- Elevated digital CX, boosting eCommerce conversion rates by 15% through customer journey optimization, assortment strategy, and customer intelligence.
- Increased divisional EBIT by 5.8x through marketing spend reallocation, logistics optimization, and enhanced inventory management.
- Led a digital transformation, scaling the mobile app to 25% of digital revenue, achieving 100% YoY growth and deepening customer loyalty.

Chief Digital Officer and General Manager, Board Member

01/2021 –
06/2023

Assiteca-Howden Insurance Broker | Milan, Italy

- Directed Board-level corporate strategy and held full P&L ownership for the €60M consumer business unit, leading a 100+ person team in a digital-first turnaround.
- Engineered a business turnaround, reversing -9% revenue decline to +4% growth via comprehensive digital transformation and demand generation overhaul.
- Unified a 100+ person cross-functional team under a cohesive strategic vision, enhancing customer retention and driving sustainable growth.
- Architected and implemented a new technology stack, including Salesforce CRM and marketing automation, to create a 360-degree customer view.

Head of Marketing, EMEA Retail and eCommerce

08/2017 – 12/2020

Meta (formerly Facebook) | London, UK

- Directed B2B industry marketing across EMEA for a \$4B+ revenue portfolio, shaping GTM strategy for retail and eCommerce verticals.

- Increased retail sector's contribution to total EMEA sales by 2 percentage points through targeted brand storytelling and sales enablement tools.
- Forged alliances with commercial teams to create sales enablement materials, accelerating partner development and client acquisition for complex technical products.

Head of Marketing, Southern Europe

03/2014 – 07/2017

Meta (formerly Facebook) | Milan, Italy

- Established the Facebook and Instagram marketing function in Southern Europe, building the regional team and strategy that supported 5x company revenue growth.

Marketing Director, EMEA South

03/2013 – 02/2014

Lenovo | Milan, Italy

- Commanded a €10M marketing budget and directed operations for Enterprise, SMB, and Consumer segments, achieving double-digit sales growth in a declining PC market.

Key Account Manager - Vodafone Account

05/2011 – 03/2013

Nokia | Milan, Italy

- Commanded the strategic relationship and a €100M+ sales quota, expanding market share from 8% to 14% within the account in 15 months via B2B and B2C channels.

Head of Digital Marketing

05/2008 – 04/2011

Nokia | Milan, Italy

- Directed digital marketing strategy with a €10M+ annual budget, implementing marketing automation and digital analytics platforms to enhance campaign performance.

Marketing Manager, CRM

09/2006 – 04/2008

eBay | Milan, Italy

- Orchestrated CRM strategy, driving a 10-point increase in customer retention by developing lifecycle marketing programs and segmentation models.

Various Marketing and Business Development Roles

09/2003 – 07/2006

Canon Europe | London, UK

- Advanced through four progressive roles, leading channel partner development, sales operations, and marketing campaigns across eight European markets.

International Software Consultant

01/2002 – 09/2003

Orsyp Consulting | Paris, France

- Executed consulting engagements for enterprise software implementation and business process optimization for clients across 8 countries, delivering projects that achieved an average 15% improvement in operational efficiency.

CERTIFICATIONS

Digital Ready for Board DRFB	2024
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Certified National Insurance Intermediary (RUI) IVASS	2021
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AWARDS & HONORS

Top 100 CEOs (Italy) Forbes	01/2022
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Last update: October 2026