

Arnaud Jacopin

October 4, 1985 | Married, 3 children
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Strategic Lead – Brand, Communication & Digital Transformation

Aligning brand strategy, innovation and digital to sustainably connect the company to its ecosystem.

Cross-functional leader with over 12 years' experience in complex project management, brand strategy and multi-channel communication. Recognized expert in digital transformation, e-commerce platform development and activation of marketing levers (SEO/SEA/SMO). Able to federate multidisciplinary teams around a strategic vision, align brand and corporate objectives, and steer innovative projects with rigor, creativity and measurable impact.

Areas of expertise

- Brand strategy & positioning
- Cross-functional project management (digital, print, events)
- Brand management & multi-channel consistency
- E-commerce platforms (Magento 2, WooCommerce)
- Digital marketing & acquisition (SEO, SEA, SMO)
- Team leadership & governance
- Digital transformation & collaborative tools
- Development of multi-brand / multi-product programs
- Corporate & editorial communications

Professional experience

VNV SA - La Chaux-de-Fonds, Switzerland **2024 - Today**
Digital Strategy & Product Marketing Lead (Part-time)

At a French-part Swiss IT services company, I support customers (SMEs, manufacturers, medical and institutional sectors) in the digitalization of their B2B/B2C communications. I also work on positioning and communication strategies for software products developed in-house. Strategic digital marketing consulting with direct impact on customers' online performance.

- Digital communications consultancy: structuring showcase and e-commerce sites, SEO/SEA/SMO strategy, editorial content.
- Support for customers in formalizing their digital identity and activating their channels (web, networks, automation)
- Develop launch and communication strategies for in-house products: Slurpy (ETL/iPaaS) and Écluse (PIM)
- Coordination of marketing actions around these solutions: messages, targets, sales tools, branding
- Structuring communication ecosystems consistent with business objectives for both customers and in-house products
- Contribute to the development of VNV as a player in the digital transformation of communication and performance.

Bergeon SA - La Chaux-de-Fonds, Switzerland **2024 - Today**
Marketing Manager (Part-time)

As Marketing Manager, I steer the global strategy of Bergeon SA, an iconic Swiss watchmaking tool brand. My role is cross-functional, ranging from product portfolio management to multi-channel communication and team management, with the aim of raising the brand's profile by reinforcing its consistency across all markets, both in Switzerland and internationally.

- Supervision of the product range and definition of promotion priorities according to target markets.
- Supervision of the overhaul of the Magento 2 e-commerce platform, with a strong UX and performance focus
- Deployment of a catalog and print strategy aligned with sales objectives and brand positioning
- Design and implementation of multi-channel communication tools: product sheets, editorial content, trade show support, specialized press
- Supervision of marketing team and coordination with other departments (sales, production, management)
- Reinforce brand consistency across all points of contact, in Switzerland and internationally.

Bucher et Walt SA - Saint-Blaise, Switzerland **2019 à 2023**
Marketing Director, BW Group

Marketing Director for all the Group's brands and subsidiaries in Switzerland and Europe, with a key role in the acquisition and development of Dakine Europe SAS. In charge of managing an extended marketing team, defining a unified B2B strategy in conjunction with the sales force, and coordinating with US headquarters for pan-European marketing plans and budget management.

- Management of a team of 11 people (internal & external) on a European scale.
- Design and implement B2B marketing strategy for the entire Group
- Deployment of an e-commerce ecosystem for Dakine Europe: multi-stock, multi-language, multi-market
- Optimization of digital performance: auditing, monitoring, continuous improvement of merchant sites
- Management of digital transformation projects: CRM, PIM, data and reporting tools, collaborative solutions
- Active participation in field sales operations (trade shows, B2B meetings, customer presentations) throughout the EU.

Digital & Product Manager 2017 - 2019

In charge of defining and implementing the multi-product marketing strategy for the Group's brands in Switzerland. Managing the full media mix (print, digital, audiovisual) and operational management of the marketing team. Development of communication tools, content platforms and e-commerce structures adapted to each brand.

- Management and supervision of large-scale e-commerce structures, built around distinct brand identities and product ranges on the Swiss market.
- Implementation of high-performance marketing levers (emailing, SEO, SEA, SMO, affiliation) to support digital strategy and customer acquisition.

Obrist SA - Vevey, Switzerland **2014 - 2017**
E-commerce Manager | Head of E-commerce Strategy

Implemented strategic sales and marketing initiatives for company website, working with Social Media Manager to develop content strategy. Completely redesigned the site and repositioned the social networking strategy to increase customer engagement. Managed the launch of the B2B platform, carried out market research and developed the product offering. All of this enabled us to strengthen our online presence through structured, multi-levers web marketing (emailings, SEO, SEA, SMO, affiliation).

Schenk SA - Rolle, Switzerland **2013 - 2014**
Project Manager

Active contribution to the implementation and roll-out of a new web platform, with a key role in the adoption of the solution by end-users through targeted coaching and training. Complete management of the implementation of a Salesforce CRM, including project monitoring, process modeling and compliance with delivery deadlines.

Training and certification

Master of Science in Management **2013**
University of Lausanne (HEC), Lausanne, Switzerland

Bachelor of Science in Hospitality Management **2011**
Lausanne Hospitality Business School (EHL), Lausanne, Switzerland

Parallel activities

Chairman - Soguel Immo SA - Corcelles, Switzerland **2022 - present**
Management of an 8-unit PPE real estate project, from design to start-up.

Director - Groupe Alpelac SA - Neuchâtel, Switzerland **2009 - 2025**
Member of the Board of Directors of a 120-room regional hotel group.

Leisure activities and commitments

President - La Galère Club Nautique d'Auvernier (GCNA)
At the helm of this sailing club with over 300 members since 2015, having previously headed the sailing section. Involved in the club's strategy, leadership, organization of official regattas (Jeudicup), as well as regional representation. Regular crewed sailing with participation in local and international regattas (Bol d'Or Mirabaud, Coupe du lac de Neuchâtel, Spi Dauphine).

Early associative leadership
Scout group leader in my youth, then President of the sailing team at EHL, which led to the purchase of a Surprise sailboat and the structuring of student training.

Language skills

French	Mother tongue
English	Fluent
German	Good professional level
Italian	Basic knowledge

Technical skills

Windows 365
Word, Excel, PowerPoint

Adobe Creative Cloud
Photoshop, Illustrator, InDesign, Adobe XD (UX), Dreamweaver

ERP
Abacus, ProConcept, Winbiz commercial, Winway business, SAGE Start, Fidelio, Opera, Front Office Management, Odoo, Pepsimmo, Wrike

CRM
Salesforce CRM solution, Odoo, Pipedrive, Meltwater, Brevo

Ecommerce tools
Magento 2, Prestashop, WordPress / Woocommerce, Calleo, Google Analytics GA4 (SEO), Google ADS (SEA), Google Tag Manager (GTM), Looker Studio, SEMrush, Facebook Manager (SMO), CMS platform, Mailchimp, Apollo, Instantly