

## Ruben Uzan

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### In a nutshell

- Holistic approach of projects: from vision to execution
- Thrives in people's relations building and international environments
- Out of this box thinker :-)
- Leadership skills : improves group dynamics with vision sharing, humour and high energy
- Interpersonal skills : tactical empathy, curiosity

### Transversal skills

- Speaks fluently French, English, Spanish, Hebrew, forgot most of his german and russian
- M.A in Marketing & Communications [CELSA - Paris Sorbonne University - France]
- NLP & Hypnosis Master Practitioner, Enneagram and systemics trained

## WORK HISTORY

### **[Since 2018] CEO of Face to Face Marketing E.U. specialized in trade show optimization**

- Train companies exhibiting on trade shows in sales @EU @Canada @USA
- Identify business opportunities, develop marketing strategies & partnerships, manage administration, finance, freelance related work and customers relations.

#### Some Results

- Suez +300% leads acquired / to same show previous years
- Lions : 900% lead acquisition equivalent in yearly sales / 4 days show
- GetFluence +500% leads acquired / to same show previous years
- Price of best exhibitor in New Delhi for 1to1Progress

### **[2017] RIG Fellow in Global Leadership for the American Joint Distribution Committee**

- Design the 1st global community builders conference in Ukraine
- Recruit social start-ups for the Beehive, the 1st israeli social impact incubator
- Shadow fundraising team across the USA
- Design and create a 3 days community building retreat for 110 persons

#### Some Results

- 100% satisfaction rate, 10% turned into regular international participants

### **[Since 2015] Co-founder of Coefficient Directeur Marketing & Sales**

- Create, Sale and Facilitate Marketing & sales workshops for product launch and/or new branding launch

#### Some results

- Thales : €½ billion in sales 3 months after workshop for product launch

### **[2014] Special Advisor, post elections, to the mayor of Livry-Gargan**

- Develop an innovative road map for city planning focused on 3 points : sustainable development, new technologies, and citizens' engagement.
- (Re)created historical neighborhoods (roman, middle age and industrial eras)
- Initiate the reorganization of services (1159 employees)

### Some results

- Re-elected with 61,11% on first round

### [2013] Freelance consultant in digital marketing for entrepreneurs and SMBs

### [2011-2012] French speaking Media Consultant for The Israel Project (TIP)

- Write and adapted from English press releases, articles and op-ed
- Manage logistics for a former ambassador's visit to Paris (Meir Rosen)

### Some results

- 52 press releases led to articles in Le Monde, Libération, France 24

### [2010-2011] Israel Government Fellow at Ministry of Public Security and Shalem Center

- Write a crime prevention handbook in crime prevention mixing sociology theories of crime and a benchmark of international practices to top it down
- Monitor weak signals in the Sahel french press about AQMI activities in the region for [Dr Tanchum](#).

### Some results

- Work published in the israel journal of foreign affairs

### [2006-2010] Deputy Director of Cabinet of the mayor of Livry-Gargan

- Manage Public relations including crisis with citizens, local organizations and the press.
- Run 87 events from 10 to 5 000 attending, including a presidential visit (Sarkozy)
- Supervise local newspaper and website. Run
- Write speeches and memos for the mayor (average 50 per year)

### Some results

- Landslide victory in 2008 elections: 63,58%, + 9% compared to 2001 (54,67%)

### [2005] Holiday resort animator at the Club Med of the Red Sea

### [2004-2005] Salesperson at Galeries Lafayette Department Store

### Results

- +10% on perfume sales

### [2003-2004] New Business Assistant then Account Manager Young & Rubicam

- Compose case studies to answer public bid offers
- Business intelligence: identify and qualify contacts and opportunities
- Manage logistics for campaigns creation (radio, press and TV ads) for *Actimel* et *Gervais aux fruits*

### Some results

- 2 clients ad budget won: Madrange €2 million, €20 million Telecom Italia