

# Jean Marc Rejaud

73 Christopher Street 2FL

Montclair, New Jersey 07042

718-414-4662

[jmrejaud@focusmarketing.us](mailto:jmrejaud@focusmarketing.us)

## Information-Driven Marketing Executive, Consultant & Educator

**Marketing or Business planning, Strategic Planning, Database & Direct Marketing, Marketing & Business Intelligence, Marketing Communications, Digital Marketing, International Marketing, CRM.**

Accomplished (Seasoned) **management/marketing executive** (15 years experience with **Fortune 100 American Express Company**) and **consultant** with expertise in turning around challenging situations and accelerating business growth. Highly skilled in developing in-depth (consumer) data analysis, innovative- aggressive and focused marketing strategies, Database & Direct Marketing programs and disciplined measurement methods. P&L accountability up to \$113M

**FT Marketing Professor** in the Advertising and Marketing Communications Department at the Fashion Institute of Technology – Teach and research new trends-best practices in Marketing, Integrated Marketing Communications, Digital Marketing, Shopper Marketing/ Sales Promotion, Database Marketing, Strategic Marketing Planning & Marketing Analytics

**Masters Degree in Economics**, University of Paris, complemented by one year (30 semester credit hours) of additional graduate study in Marketing, University of Paris. Fluent in French. .

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### Selected Accomplishments

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**\*Launched highly profitable marketing programs** including advertising, promotions and sales communication. Grew profits 150% for Traveler Cheque, attaining the highest profitability of all AmEx France business units for two years running.

**\*Pioneered successful acquisition, retention, and winbacks activities within Customer Service**, achieving response rates up to 50%. As a result, Customer Service became the first acquisition and retention channel.

**\*Generated the highest volume of new customer acquisitions in Europe**, 60% greater than previous year while generating an additional \$29M profit contribution. Created a comprehensive turnaround strategy based on trigger marketing, models & segmentation based targeting optimization and ongoing call/ Email & DM on demand processes spanning eight countries.

**\*Reversed declining business through database analysis & consumer intelligence.** Achieved direct marketing response rates 70% above industry standards with 200+% incremental ROI, roughly equivalent to \$40M in additional revenue, through direct mail, email, and web site activities. The initial analysis effort led to a redeployment of the global marketing strategy and the development of a comprehensive CRM project with a multi-million dollar investment.

**\*Successfully integrated Database Marketing principles into Music promotion:** Develop unique Database Marketing-based methodology to improve sales impact of music promotion. Grew consulting to 30+ clients in 2 years. Published a DIY guide on the application of Information-Driven Marketing to Music promotion.

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### Career Summary

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**Fashion Institute of Technology – Full Time Marketing & Marketing Communications Professor**, 2009 to present - Teach marketing courses and develop new impactful marketing curriculums & courses (offline, online & hybrid) based on research and combining active learning, critical thinking activities and first hand experiences with formal integration of Cloud-Social Media technology to further learning impact.

**Focus Marketing – Founder & Principal**, 2002 to present. Created and manage a new marketing agency/consulting shop dedicated to information-driven marketing strategy development & database/ direct marketing ([www.focusmarketing.us](http://www.focusmarketing.us)).

Joined the \$22 billion **American Express Company** in 1987 after acquiring MBA:

**Marketing Director - Worldwide Consumer Strategy, Database Marketing and Direct Marketing**, 1998 to 2002. Accountable for a \$3M budget, one direct report, and 10 dotted line reports. Responsible for developing CRM database infrastructure, worldwide database marketing strategies, direct marketing activities and CRM business intelligence.

**Marketing Director – Traveler Cheque Group USA**, 1997 to 1998. Oversaw a \$15M budget and five direct reports. Managed the marketing mix for the Traveler Cheque and Gift Cheque products in the US. Developed LTV models and marketing strategies including national television advertising campaigns and promotions.

**Director, Telemarketing Capabilities USA**, 1996 to 1997. Managed a \$5M budget and a staff of three employees. Developed profit optimization processes for the telemarketing channel across all business units. Created contact management processes for the optimization of consumer satisfaction and privacy compliance.

**Director, Card Acquisition Europe**, 1994 to 1996. Accountable for a \$13M budget and two direct reports. Developed on going trigger based Up Sell / Cross Sell database marketing activities for more than 8 European countries. Oversaw the development of analysis and modeling for optimization of card acquisition efforts.

Earlier career history includes: American Express - **Customer Service and Telemarketing Manager**, 1992 to 1994; **Telemarketing and Card Acquisition Manager**, 1991 to 1992; and **Product Manager**, 1987 to 1991/ L’Oreal – **Marketing-Product Management Coordinator**.