



# Stephane Perino

Senior Director – Sales &  
Digital Marketing

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Personal Details:  
04 /0 7 /1969 • Swiss  
Male • Divorced

**Visionary and performance-driven leader with substantial experience leading global sales and digital marketing initiatives for new business development and continuous growth.**

Entrepreneurial minded professional; remarkable expertise creating unique market-entry strategies and establishing immediate rapport with potential clients. Pioneer in ethical SEM from SEO to PPC campaigns; demonstrated ability directing high-performance sales teams and ensuring market expansion to enable the achievement of full business potential. Proven track record of success cultivating and maintaining robust partnerships with key stakeholders to meet critical deadlines in fast-paced and diverse environment.

## Areas of Expertise

- Marketing & Promotion
- Digital Media Marketing
- Sales Planning & Execution
- Client Satisfaction & Retention
- New Business Development
- Relationship Building
- Stakeholder Engagement
- Cross-Functional Leadership
- Revenue Optimization
- New Product Launch
- ROI Calculations
- Team Training & Development

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## Accomplishments

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Restructured WHO/UNICEF Worldwide website

Ensured ROI x 43 for top European Airlines easyJet

Raised turnover CHF 257M per year & ROI for ebookers during 15 years

Executed European campaigns for Club Med France, Germany, and CH with ROI x27

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## Career Experience

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**Founder & CEO – Digital marketing, Agence Virtuelle SA, Geneva, Switzerland** **1995 – Present**

Oversee and streamline all day-to-day digital marketing activities/operations, including planning, developing, and executing campaigns to achieve defined objectives. Devise and deploy brand strategies for new and existing products. Deliver exceptional services to conduct and lead all marketing functions, such as webinars/conferences and events within timely and budgetary constraints. Establish and implement absolute plans to accomplish defined goals on regular basis. Direct cross-functional professionals' team and initiate new branches across London, Paris, and Geneva.

- Led company from zero to seven figure turnover.
- Took a keen role to develop unique ROI modélisation.

...continued...

- Ensured 1M to 23-31M budget per month generation during 1999 to 2015.
- Initiated 1st e-commerce website for brand French clothing manufacturer in 1996.
- Attained high ROI results for brands, such as turnover; achieve on-going yearly tasks.

### **Additional Experience**

Client Service Director, DMB&B, Geneva, Switzerland

Client Service Director, Grey Switzerland, Geneva, Switzerland

Founder, Client Service Director, EURO RSCG, Geneva, Switzerland

Trainee, CASH RSCG, Zürich, Switzerland

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### **Education**

#### **Degree in Communication**

RSCG Campus, Paris

#### **Masters in Communication Tech**

University RSCG Campus, Paris

#### **Nottingham Polytechnic**

University of Nottingham, UK

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### **Technical Proficiencies**

Keynotes | Salesforce | MS Office | Adobe Photoshop | Google Analytics | ZoomOn/Kenshoo

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### **Honours & Awards**

Tech Award – Best CPC

Tech Award – Best CPC Campaigns for easyJet

AD Tech Award – Ebookers/Creative Ad Campaign & PPC

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### **Languages**

French – Native | English – Fluent | Spanish – Fluent