



46 rue Pierre Fontaine
75009 Paris France
Tel. > 06 78 82 56 69
carlos.isturiz.cv@gmail.com

Born 16/10/78 > 43 years old
Non-marital Relationship - 2 Kids
Driving license
www.carlos-isturiz.fr

Carlos Isturiz

Generate and Develop B2B2C & B2C revenue through data driven analysis, high ROI initiatives, conversion and loyalty.

Group Head of Digital Sales



WORK EXPERIENCE

DEC. 2018 – CURRENT > EUROP ASSISTANCE > GROUP HEAD OF DIGITAL SALES (>50M€)

- > Define Group Digital Value Proposition and develop B2B2C & B2C revenue through our digital solutions
- > Position Europ Assistance as a Travel Insurance Online Distribution Expert
- > Set up Global Digital Strategy including B2C and build Group E-commerce platform

JAN. 2018 – DEC. 2018 > SKINTIFIQUE > SALES AND E-COMMERCE DIRECTOR (<500K€)

- > International commercial Growth & Manage Internal and external resources & drive innovation
- > Lead Digital & Communication strategy (SEA, SEO, CRM, email marketing, Social Media, B2B2C, UX, product positioning on market places - Amazon, Branding and communication)

SEPT. 2015 – DEC. 2018 > MY SCHENGEN PASS > FOUNDER

- > Creation of two aggregators websites for travel insurance from and to the Schengen area

SEPT. 2015 – DEC. 2016 > AXA ASSISTANCE > GROUP HEAD OF B2C (E-COMMERCE & DIGITAL MARKETING) (>10M€)

- > Launch and develop AXA Assistance Travel B2C strategy and activities worldwide
- > Manage Web agencies relationship (SEA, SEO, SMO, Email Marketing) and International B2C P&L owner

MARSH 2007 – JULY. 2015 > ALLIANZ WORLDWIDE PARTNERS (>5M€)

JUNE 2010 – JULY 2015 > MONDIAL ASSISTANCE > HEAD OF E-COMMERCE B2C & DIGITAL MARKETING

- > Manage a team of 5,
- > Define Digital Communication Strategy & action plan including CRM/PRM, DMP, emailings and SMO strategy
- > Manage Web agencies relationship (SEO-SEA-SMO), manage A/B tests and France B2C P&L owner

NOV. 2013 – MARCH. 2014 > ALLIANZ ASSISTANCE AUSTRALIA > B2C MANAGER E-COMMERCE & DIGITAL

- > Analyze performances SEA-SEO-Partnerships & Display + Define strategy and action plan
- > Business cases and recommendations

MAY. 2009 – MAY. 2010 > MONDIAL ASSISTANCE GROUP > B2C & E-COMMERCE PROJECT MANAGER

MARS. 2007 – MAI. 2009 > MONDIAL ASSISTANCE > B2C PROJECT MANAGER

OCT. 2005 – MARS. 2009 > FREELANCE > WEB DEVELOPPER



EDUCATION

2003 – 2005 > MASTER 2 > UNIVERSITY OF BURGUNDY / INSTITUTE OF EDUCATION (LONDON)

- > Languages And European Media Market Studies (Marketing, Law, Communication & Semiotics)



Skills

ENGLISH > Fluent
SPANISH & FRENCH > Mother tongue
MARKETING & BRAND > Senior
DIGITAL & IT > Senior (former developer
Wordpress, Prestashop, Trello, Jira, Miro)
MANAGEMENT > > 5 years



Interests

- > Webmarketing and programming (HTML, PHP, CSS, SQL and Python)
- > Raspberry pi & « homemade » home automation
- > Science, Sport, Travels
- > Side projects: I create e-commerce websites for SMEs: www.mon-petit-site-web.fr