

JEAN-PHILIPPE H. BOUDREAU, EMBA

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Professional Summary

In the last 18 years, Jean-Philippe Harrisson-Boudreau went from entrepreneur to intrapreneur with a research attitude. Accumulating more than \$150 millions of gross merchandise value since 2008, his recent research interests are the business model transformation of omnichannel players into ecosystem drivers, the incremental gains of every dollar sold within the digital ecosystem of a brand on its brick-and-mortar sales, the omnichannel foundation for execution of a business modularity architecture as well as scaling agile methods.

On a daily basis, he has focused on digital transformation, ecosystem digitization, omnichannel/enterprise architecture, agile growth marketing and eCommerce governance of prestigious brands including L'Oréal Canada (Biotherm, Clarisonic, Shu Uemura & Essie), Yves Rocher, Top Beauty Group, Dans un Jardin, Structube, Mobilia, Ashley Homestore, Maison Marie Saint Pierre, Maison Birks, m0851, Rudsak, Kanuk, Kamik, La Canadienne, Gorski Furs, Harricana, DAVIDsTEA, Stokes, La Vie en Rose, Bikini Village, Blush Lingerie, Jacob, Souris Mini, Aubainerie, Bench, Sail, Sportium, Primeau Vélo, Louis Garneau Sports, Empire Sports, Festival Mode & Design and more.

Before joining Absolutnet in 2015 as a result of the Baobaz integration, he worked for 3 years as the Director of Marketing and the PR Officer at Modasuite (now Frank And Oak). In addition, Jean-Philippe also teaches eCommerce Business Planning, Fashion Marketing, Integrated Marketing Communication, Public Relations, Digital Strategy and Social Media at the ESG UQAM School of Management as well as at the University of Montreal since 2012 and has given numerous conferences in a professional or an academic context.

Key Skills

Enterprise Architecture & Digital Transformation
Talent Succession Management & Organizational Development
Change Management, Leadership & Scaling Agile Methods
Luxury/Beauty/Fashion/Retail eCommerce & Omnichannel Strategy

Drive-to-Store & Digital-In-Store Integration
Business Intelligence Analytics & Complex Problem-Solving
B2B2C Marketing Strategy & Brand DNA Positioning
Integrated Marketing Communication & Public Relations
Growth Hacking, CRO, SEO, SMO, SEA & SEM

Work History

Senior Director, Digital Growth

2015 to Current

Absolutnet (Montreal & Kansas City)

- Supported effectively Absolutnet's intense growth from 70 to +205 employees by being accountable of the P&L of 2 departments with a renowned leadership and organizational development skills.
- Led the eCommerce Product Ownership practice, incubated the early days of both the eCom Analytics and the eBusiness Planning practices, and contributed to +50 annual sales forecasts and scenarios.
- Sponsored/Supervised the Absolutnet's LMS (learning management system) to develop the eCommerce thought leadership of the firm.
- Implemented scaling agile methods such as Scrum of Scrums and Nexus to ensure productivity gains within +18 development teams.
- Recruited +40 talents and successfully managed up to 55 direct reports including the launch of 2 departments: Digital Growth and Consulting Services (18 eCommerce Product Owners, 3 Marketing Owners, 5 Practice Leads, and 14 eMarketing Experts).
- Leveraged high-profit campaigns such as Black Friday, Cyber Monday and Boxing Day with tripled online revenue for 2016 and a +70% increase for 2017 (Retail/Fashion/Luxury/Beauty/Sporting Goods business segments).
- Provided interim leadership during which he supervised the Web development of the Montreal office.
- Ensured a dominant account direction with major clients and collaborated with the account management team on a daily basis.
- Conducted both 2017 and 2016 Absolutnet eCommerce Trends publications relayed by major Canadian and American media as well as contributed to official Magento omnichannel success stories, to conferences such as *"Strategies for a 2017 Profitable Holiday Season"* and to 3 eCommerce Quarterly Reports (2017 Canadian Holidays eCommerce Index, Q1-2018 and Q2-2018 eCommerce Indexes).
- Contributed to workshops both in Canada and in the USA for large development projects representing investments of more than \$1M.
- Collaborated to the pre-sale process with senior executives to win/renew accounts in North America.

University Lecturer

2012 to Current

ESG UQAM School of Management / University of Montreal (Montreal)

- Developed courses in eMarketing, eCommerce, Social Media, Public Relations as well as Integrated Marketing Communication.
- Supervised +110 undergraduate final year projects and taught introductory and upper-level courses to +500 students from bachelor, master, doctoral and postdoctoral degrees.
- Consistently received positive teacher evaluations from students (85% to 95%).
- Successfully presented in an academic context including the 2017 MMODE Workforce Forum, the 2015 World Conference on Mass Customization, Personalization, and Co-Creation as well as the 84th Congress of Acfas (*"Regard sur la mode de luxe"*, ESG UQAM).

Creative & Strategy Director

2011 to 2015

Baobaz (Montreal, New York, Paris & Sopot)

- Contributed to the early days of the Canadian division of this international eCommerce group and to its intense growth for more than 3 years as the co-director and the number 3 employee of the firm.
- Successfully managed +20 employees (various eMarketing and eCommerce development teams) and leveraged strategic alliances with the Paris/New York/Sopot offices that resulted in several eCom projects successfully delivered.
- Contributed to more than 10 eBusiness plans (including P&L forecasts) for Fashion/Luxury/Beauty Canadian companies and generated +\$50M in online conversion value as well as +\$10M at the store level.
- Recruited +15 qualified talents and ensured their on-boarding.

Director of Marketing & PR Officer

2008 to 2011

Frank And Oak (formerly known as Modasuite) (Montreal)

- Contributed to the early days of this fast-growth menswear startup as the number 3 employee. In 2013, Frank And Oak has been named Innovator of the Year by PwC and listed by FastCompany as a Top 10 Innovative Company in Retail.
- Created, developed and managed solid marketing strategies as well as high-quality public relations initiatives which generated national coverage (National Post, Fashion Television, CTV, TVA, etc.).
- Contributed to the initial brand strategy as well as its creative direction.
- Maintained consistent use of graphic imagery in materials and other marketing outreach.
- Successfully developed and optimized major eMarketing initiatives such as Back-to-School, Cyber Monday, Boxing Day campaigns as well as several product collection releases.
- Maximized several pop-up shop events as well as multiple fashion shows across Canada from a PR/eMarketing perspective.
- Ensured sustainable growth from day 1 and reviewed the financial aspects of integrated communication marketing programs.

Founder & President

1999 to 2008

SELF (formerly known as Art Team) (Montreal)

- Founded and successfully managed a 360° marketing firm of +10 employees.
- Developed several business plans and raised rounds of funding for the firm.
- Monitored and developed marketing strategies for national campaigns with prestigious clients such as Ubisoft, Minister of Health and Social Services, Ministry of Tourism as well as multiple fashion and lifestyle brands.
- Contributed to the brand strategy of several new concepts in the tourism, music, fashion, beauty and the entertainment industry.
- Managed a high volume print services and website platforms in a communication marketing context.

Education

Executive MBA (average grade of A, 3.86/4.3)

2012

Corporate Strategy & Innovation – ESG UQAM School of Management (Montreal)

Bachelor of Business Administration

2007

Marketing & IT – ESG UQAM School of Management (Montreal)

Activities & Honors

2018 – *"BMR: Winning In a Complex Digital Ecosystem"* (eCommerce-Québec, CQCD)
2018 – Conference, MMODE Workforce Forum (Concordia University)
2018 – Semi-final Judge, *"Walmart Canada: Re-storing the In-Store Experience"* (JMUC International Case Competition, Concordia University)
2017 – Judge: JMSB 2017 Annual Graduate Research Exposition (Concordia University)
2017 – Conference *"Strategies for a Profitable Holiday Season"* (Absolunet)
2017 – Conference, MMODE Workforce Forum (ESG UQAM School of Management)
2017 – *"Gosselin: The Niche Omnichannel Case"* (eCommerce-Québec, CQCD)
2014 to 2017 – Semi-final Judge, Enterprise Competition (Fashion Marketing, LaSalle College)
2016 – *"Primeau Vélo: The Niche Omnichannel Case"* (eCommerce-Québec, CQCD)
2016 – New Curriculum Writer *"Fashion eCommerce & Digital Governance"* (ESG UQAM School of Management)
2016 – Annual Doors Open Conference, École supérieure de mode (ESG UQAM School of Management)
2015 – *"Structube: The Omnichannel Case"* (eCommerce-Québec, CQCD)
2015 – 84th Congress of Acfas Conference *"Regard sur la mode de luxe"* (ESG UQAM School of Management)
2015 – World Conference on Mass Customization, Personalization, and Co-Creation (ESG UQAM School of Management)
2015 – Fashion Marketing Program Redesign (ESG UQAM School of Management & Marie-Victorin College)
2012 to 2015 – Conference *"The Future of Fashion"* (Cefrio, Marie-Victorin College, LaSalle College, MBA Program ESG UQAM, Vestechpro)
2010 to 2015 – Voting Member of the Board & Treasurer, Fondation des jeunes pour l'environnement (NPO)
2013 to 2014 – Board Advisor, Stay22 (formerly known as StudentSphere)
2012 – Conference *"Rudsak: An Omnichannel Fall/Winter Season"*, Infopresse Mobility
2012 – Conference *"The Future of Fashion"*, Infopresse Fashion & Beauty Marketing
2012 – Conference *"Omnichannel, SoLoMo & Retail"*, Infopresse Tour & e-Tactiques
2010 to 2012 – Executive MBA Class President (ESG UQAM School of Management)
2010 to 2011 – Vice President & Executive Committee Member, Happening Marketing 2010 (ESG UQAM School of Management)
2008 to 2011 – Voting Member of the Board & Treasurer, Creative Lab (NPO association of 150 fashion designers)
2007 to 2010 – Winner 3 times as Coach, Commerce Games Academic Competition (ESG UQAM School of Management)
2006 – Winner as Participant & Delegation Copresident, Commerce Games Academic Competition (HEC)
2006 – REFEAC Committee Member (8 congresses)

Press Room

July 2018 – Magazine Clin d'oeil *"Tendances omnicanales en mode et prestige"*
January 2017 – Multi Channel Merchant *"Ecommerce Trends and Predictions for 2017"*
January 2017 – Chain Store Age *"Top e-commerce trends that will impact retail in 2017"*
November 2016 – Infopresse *"Commerce électronique: à quoi s'attendre pour 2017?"*
November 2016 – TVA [Live interview mentioning the Absolunet 10 eCommerce trends]
December 2015 – TVA *"Les commerçants doivent pousser plus loin leur percée numérique"*
December 2015 – Infopresse *"Le commerce électronique en 10 tendances pour 2016"*
July 2014 – La Presse *"Que sont devenus les blogues de mode"*
July 2014 – La Presse *"La mode à l'ère Instagram"*
November 2012 – Podcast Infopresse *"Table ronde SoLoMo"*
February 2012 – Metro *"Marketing de la beauté et de la mode : tout passe par le consommateur et par le Web"*
November 2011 – TVA [Live interview mentioning JACOB's eCommerce launch]
December 2010 – National Post *"He suits, he scores: Testing 2 online options in made-to-measure menswear"*
May 2010 – Radio-Canada [Live interview from the MadeWithLove event]
December 2009 – Journal 24h *"Le meilleur mixologue couronné à Montréal pendant MadeWithLove"*
December 2009 – La Presse *"La Gaspésie, prochain eldorado des TIC?"*
December 2007 – Lien Multimédia *"SELF concocte MinuitLeSoir.com"*
November 2007 – Magazine Convergence *"Ubisoft, SELF et Varial : beaucoup d'imagination"*
September 2006 – Infopresse *"Ubisoft teste ses candidats en ligne"*
September 2006 – Grafika *"Ubisoft courtise la communauté créative"*