

# JEAN-PHILIPPE H. BOUDREAU, EMBA

+1.514.358.7353 | harrisson-boudreau.jp@uqam.ca

## Professional Summary

In the last 19 years, Jean-Philippe Harrisson-Boudreau went from entrepreneur to intrapreneur with a research attitude, generating \$175+ million of gross merchandise value for his clients so far since 2008. His recent research interests are: the business model transformation of omnichannel players into ecosystem drivers, the incremental impact of every dollar sold within a brand's digital ecosystem on its brick-and-mortar sales as well as the business modularity architecture in an omnichannel context.

As a result, his daily focus has been on digital transformation, ecosystem digitization, agile growth marketing and eCommerce governance of prestigious brands including L'Oréal (Biotherm, Clarisonic, Shu Uemura & Essie), Yves Rocher, Maison Birks, Maison Marie Saint Pierre, Structube, Mobilia, Ashley, DAVIDsTEA, Stokes, m0851, Rudsak, Kanuk, Kamik, La Canadienne, Gorski Furs, La Vie en Rose, Blush Lingerie, Sail, Sportium, Primeau Vélo, Louis Garneau Sports, Empire Sports, Bench, Aubainerie, Souris Mini, Jacob, 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). Since 2012, this Executive MBA graduate also teaches eCommerce Business Planning, Digital Analytics, Digital Media, Fashion Marketing, Integrated Marketing Communication, Public Relations, and Social Media at the ESG UQAM School of Management, at the McGill University as well as at the University of Montreal and has given numerous conferences.

## Core Skills

Change Agent, Executive Intrapreneur & Servant Leader  
Keynote Speaker, Thought Leader & Vision Maker  
NPO Board Officer, Business Coach & Growth Governance Advisor  
Talent Succession Management & Organizational Development

## Subject Matter Expertises

Digital Transformation, Enterprise Architecture & Growth Hacking  
Luxury/Beauty/Fashion/Retail eCommerce & Omnichannel Growth  
Integrated Marketing Communication & Public Relations  
eCom Business Planning, Digital Media Planning & Digital Analytics

## Work History

### Senior Director, Digital Growth

2015 to Current

#### Absolutnet (Montreal & Kansas City)

- Supported Absolutnet's growth effectively from 70 to 225+ employees by being accountable for the P&L of 2 departments.
- Led the eCommerce Product Ownership, the eCom Analytics and the eBusiness Planning practices.
- Sponsored/Supervised the Absolutnet's LMS (learning management system) to develop the eCommerce thought leadership of the firm.
- Collaborated to implement scaling agile methods (Nexus & Scrum of Scrum) to ensure productivity gains of 20+ development teams.
- Managed up to 55 direct reports, recruited 45+ talents and successfully launched 2 departments: Digital Growth & Consulting Services (i.e. 20 eCommerce Product Owners, 3 Marketing Owners, 10 eMarketing Specialists, 8 Practice Leads, and 8 eCommerce Experts).
- Optimized eCom performances and high-profit campaigns such as Black Friday, Cyber Monday and Boxing Day with tripled online revenue in 2016, a 70%+ YoY increase in 2017 and 140K+ online orders in 2018 (Retail/Fashion/Luxury/Sporting Goods segments).
- Provided interim leadership over one quarter to manage the Web Development of the Montreal office.
- Produced both 2017 and 2016 *Absolutnet eCommerce Trends* publications relayed by major Canadian and American media.
- Participated to official Magento omnichannel success stories, to eCommerce Quarterly Reports (*2017 Canadian Holidays eCommerce Index, Q1-2018 and Q2-2018 eCommerce Indexes*) and to conferences as a keynote speaker (*Magento After Work 2018 Toronto: Selling More without Selling Out* and *eCommerce Quebec 2015, 2016, 2017 and 2018 editions*).
- Executed 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 / McGill University (Montreal)**

- Developed courses in eCommerce, Digital Analytics, Digital Media, Public Relations, and Integrated Marketing Communication.
- Supervised 120+ undergraduate final year projects and taught introductory and upper-level courses to 500+ students from bachelor, master, doctoral and postdoctoral degrees.
- Received positive teacher evaluations from students (85% to 95%).
- Presented in an academic context including the 2017 and 2018 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.
- Managed 20+ employees (i.e. eMarketing and eCommerce teams) and leveraged strategic alliances with the Paris/New York/Sopot offices that resulted in several eCom projects successfully delivered.
- Produced 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.).
- Developed the initial brand strategy as well as its creative direction.
- Maintained consistent use of graphic imagery in materials and other marketing outreach.
- Launched/optimized major eMarketing initiatives (Back-to-School, Cyber Monday, Boxing Day, product collection releases, etc.).
- Maximized several pop-up shop events and multiple fashion shows across Canada.
- 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 renowned clients such as Ubisoft, Minister of Health and Social Services, Ministry of Tourism as well as multiple fashion and lifestyle brands.
- Created the brand strategy of several new concepts in the tourism, music, fashion, beauty and the entertainment industry.
- Supervised 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 – Judge: JMSB 2018 Annual Graduate Research Exposition (Concordia University)  
2018 – *"Selling More without Selling Out. How MOBILIA Extends Their Brand Dna to Omnichannel Consumers "* (Keynote @ Magento After Work, Toronto)  
2018 – *"Vendre plus, sans vendre à rabais ! Jumeler croissance et profit."* (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" "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 – 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"*