

# JEAN-PHILIPPE H. BOUDREAU, EMBA

(C) +1.514.358.735 | harrisson-boudreau.jp@uqam.ca

## Professional Summary

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In the last 17 years, Jean-Philippe Harrisson-Boudreau went from entrepreneur to intrapreneur with a research attitude. Accumulating more than \$100 millions of online gross merchandise conversion value since 2008, he focuses on digital transformations, ecosystem digitization, omnichannel/enterprise architecture, scaling agile methods and eCommerce growth of prestigious brands including L'Oréal (Biotherm/Clarisonic/ShuUemura/Essie/Khïel's), Yves Rocher, Structube, Mobilia, Ashley, DAVIDsTEA, Maison Marie Saint Pierre, Maison Birks, m0851, Rudsak, Kanuk, Sail, Sportium, Stokes, La Canadienne, Kamik, Gorski, Harricana, La Vie en Rose, Bikini Village, Blush Lingerie, Primeau Vélo, Louis Garneau Sports, Empire Sports and more.

Before joining Absolutnet 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 + Oak). In addition, Jean-Philippe also teaches Integrated Marketing Communication, Public Relations, Fashion Marketing and Social Medias at the University of Montreal as well at ESG UQAM School of Management since 2012 and has given numerous conferences in a professional or an academic context.

## Skills

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Organizational Development, Change Management, Leadership & Scaling Agile Methods  
Luxury/Beauty/Fashion/Retail eCommerce Growth,  
Omnichannel Strategy & Drive-to-Store Proof of Concept

Enterprise Architecture, eBusiness Strategy, Digital Transformation, Business Intelligence, & Digital In-store  
B2B2C Creative Direction & Brand Positioning  
Integrated Marketing Communication & Public Relations  
Growth Hacking, CRO, SEO, SMO, SEA & SEM

## Work History

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### Lecturer

2012 to Current

ESG UQAM School of Management / University of Montreal – Montreal

- Developed and taught courses in eMarketing, eCommerce, Social Medias, Public Relations as well as Integrated Marketing Communication courses.
- Supervised +100 undergraduate final year projects.
- Taught introductory and upper level courses to +450 students from bachelor, master, doctoral and postdoctoral degrees.
- Consistently received positive teacher evaluations from students (85% to 95%).
- Successfully presented in an academic context more than 10 times, including the 2015 World Conference on Mass Customization, Personalization, and Co-Creation (ESG UQAM) as well as the 84th Congress of Acfas (Regard sur la mode de luxe, ESG UQAM).

### Senior Director, Digital Growth

2015 to Current

Absolutnet – Montreal (Kansas City)

- Supported effectively Absolutnet's intense growth from 70 to +150 employees as well as surpassed revenue/profitability goals in six consecutive quarters with renowned leadership and organizational development skills.
- Implemented scaling agile methods such as Scrum of Scrums and Nexus to ensure productivity gains within +18 teams.
- Successfully managed up to 55 direct reports including the launch of both the Digital Growth and the Advisory Services departments (18 eCommerce product owners, 3 practice leads and 12 eMarketing experts).
- Managed +\$1.5M eMarketing yearly budget and the department P&L to develop best-in-class omnichannel strategies, eMarketing/eCommerce roadmaps and business plans for Retail/Fashion/Luxury/Beauty business segments.
- Leveraged campaigns such as Black Friday, Cyber Monday and Boxing Day with more than \$14M in online gross revenue in 2016 (+100% YoY).
- Conducted and/or contributed to both 2017 and 2016 Absolutnet eCommerce Trends publications and to two official Magento omnichannel success stories (Structube & Primeau Velo) relayed by major Canadian and American medias.
- Conducted discovery phases and 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 major accounts in North America.

## Strategy & Creative Director

2011 to 2015

### Baobaz – Montreal (Paris, New York, 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 over \$50M in online conversion value as well as \$10M at the store level.
- Recruited, and hired more than 15 qualified candidates for vacant and new positions and ensured their on-boarding.

## Director of Marketing / PR Officer

2008 to 2011

### Frank + 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 + 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 that led to 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.
- Leveraged and maximized several pop-up shop events as well as multiple fashion shows across Canada from a PR/eMarketing perspective.
- Ensured a sustainable growth from day 1 and reviewed the financial aspects of integrated communication marketing programs over 3 years.

## President & Creative Director

1999 to 2008

### SELF – Montreal

- Founded, directed and successfully managed a 360° marketing firm of 10 employees.
- Developed business plan 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 hotel, tourism & restaurant industry as well as the music & entertainment industry.
- Managed a high volume print services and website platforms.

## Education

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**Executive MBA (average grade of A - 3.86/4.3):** Corporate Strategy & Innovation

2012

ESG UQAM School of Management - Montreal

**Bachelor of Business Administration:** Marketing & IT

2007

ESG UQAM School of Management - Montreal

## Press Room

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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 Absolutnet 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*"