



Corinne Brunois

corinne@corinnebrunois.com

+ 41 (0)79 691 32 07

Chemin du Fief 1, 1264 St Cergue, Switzerland

www.corinnebrunois.com

30 years experience as Director of Marketing & Communication both in the private and NGO sectors and as Senior Communications Expert focusing on Sustainable development, strong international and environmental experiences, HEC (equiv. MBA) and Business Law graduate, trilingual (French, English, German), value driven, results oriented and excellent interpersonal skills.

PROFESSIONAL EXPERIENCE

Consultant, Senior Communications & Marketing for a Sustainable Development

Since 2007

- Worked with various organizations such as **Expertise France** (Post2020 Biodiversity Framework-EU Support, BIODIV2030, Urbayiti, UN Habitat III/ Quito, PGE Gabès/Tunisia), **AFD** (Agence Française de Développement - Mayotte 10th EU FED), **MedPAN**, **IUCN International** (PPI/FFEM, France-IUCN partnership involving AFD and 3 French ministries; COP 21 Paris 2015, World's Park Congress in Sydney 2014; French *Red List* and SOS-Save our Species programme), **WWF International** (Government Aid agencies programme, WWF/AFD partnership, Global Climate & Energy programme, HCPF in Madagascar funded by Air France), **WWF Mediterranean programme** (Communications Director ad interim during the maternity leave of the Communications Director, MEDPAN South project funded by MAVA and FFEM, DASHI project in the Balkans), **WWF European Programme** (*Let the Clean Economy Begin* campaign in the run to COP15 in Copenhagen, Climate Savers programme with more than 20 global business partners), **WWF-France** (*Living Planet* book for their 35th Anniversary), **Pro Natura International & National Museum of Natural History** (*Our Planet Reviewed* initiative funded by Albert 2, TOTAL and Niarchos Foundations), **MAVA Foundation** (incl previous FIBA Foundation), **Vincent Van Gogh d'Arles Foundation**, **Ensemble Foundation**, **Noé Conservation NGO**, **GBPN** (Global Buildings Performance Network), **La Garenne Wildlife Park**, **BPIE**, **Sunce** (Croatia), **INCA** (Albania), **MedWet** (COP Ramsar, #Offyourmap), **SEE Change net** (Balkans), **Tour du Valat**, **EDF (Electricité de France)**, **SEAMED**.
- Worked on Communications strategies developments and implementations, Communications coordination, Brand identity developments (incl. project positioning, logo and Visual Identity developments), International campaigns (global coordination, advertising, media, events, partnerships with business sector, etc.), Corporate communications (incl. key events, publications, websites, etc), Team management, Coaching, Corporate fundraising, Project management and Business plans.

Head, Corporate Communications

1999-2007

WWF-International

- Defined and implemented a **Corporate Communications strategy** in coordination with key WWF network players.
- Built the Corporate Communications Unit at WWF International (**7 team members**).

- Led **WWF worldwide Branding process** with a network wide Brand task force which resulted in the launch of a new Brand platform, a major Employee Engagement programme to guide the network in successfully understanding and consistently implementing the **Brand strategy**.
- Led the development of an **online PhotoDatabase**, with 20 000 images now available via WWF's Intranet, one of the most appreciated services offered to the WWF network enabling free of charge usage for communications and fundraising purposes
- Directed **international advertising** campaigns with our international partners Ogilvy and Mindshare resulting of pro bono placements in international print media valued at several million CHF.
- Led the development of a network wide communications strategy and a large range of communications tools for profiling and promoting internally and externally our **Business partnerships** resulting in repeated renewals of the **Lafarge, Canon and Nokia** International Conservation partnerships.

Communications Director

1995-1999

WWF-France

- Defined and implemented a **Communications strategy in coordination with WWF-International** and the Conservation and Fundraising departments of WWF-France.
- Reorganised the Communications Department (**6 team members**).
- Supervised the **launch of new campaigns** (forests-, climate change-, Living Planet campaigns) in conjunction with WWF-International enabling a shift in WWF's repositioning in France. One of the main success was the launch of **the first major campaign on climate change** issues in 1997.
- Developed and implemented major **partnerships with corporations and media** offering strong pro bono visibility for WWF (Corporate: Carrefour, 3 Suisses, Carat / Media: Ca m'intéresse, France Télévision, Noé...)
- Defined and implemented a new **Publications strategy** (Panda Magazine and other materials) and a media strategy reinforcing WWF's image & awareness and increasing WWF's income.

Marketing Director

1989-1995

Prisma Presse (2nd press editor in France) – €250 M Turnover – 600 persons

- Defined and implemented overall **distribution strategies** (retail, subscription, France and International with a total turnover of €70 M) for GEO, Partance, Télé Loisirs, Voici and Gala magazines.
- Defined and implemented specific **marketing strategies** in conjunction with general management, editors, agencies and media partners (overall budget: €10 M).
- Built and managed a new team.
- Developed annual recommendations for **editorial strategies to increase circulation** and develop new revenue streams
- Launched the concept of conducting monthly studies: sales, market shares, advertising and promotional campaigns to **monitor market trends** and competitiveness
- Created a **Sponsoring Department**: resulted in a closer collaboration with French TV channels and in a substantial market share increase for two magazines.
- Launched and managed all **merchandising activities** (CDs, calendars, videos...): resulted in a turnover increase and a development of a branding strategy.
- Defined, updated, checked and controlled all marketing **budgets ensuring important ROIs**.

Consultant German market

1988-1989

Chargeurs S.A, Textile Division- Paris

EDUCATION

Strategic Leadership for Women Program – IMD Lausanne	2006
Ecole des Hautes Etudes Commerciales – HEC (<i>equiv. MBA</i>) - Major Entrepreneurship	1988
Master in Corporate and Tax Law, Assas University Paris 2 - With Honours	1986
Baccalauréat C (<i>equiv. A levels</i>), Lycée Int.St Germain en Laye, France – With Honours	1981