

CHRISTIAN FERNANDEZ

London
United Kingdom

info@christianfernandez.com
www.ChristianFernandez.com

PROFILE

- **INSEAD MBA (Master of Business Administration) & Engineering degree (ESSTIN)**
- **10-year experience in starting and growing international high tech businesses:**
 - Co-founded CashTV, the first interactive TV gambling channel in France, and sold it to the largest french casino group in 2006.
 - Managing Director Europe for PlayJam, the first interactive TV gaming channel in Europe, prior to its sale to OpenTV in 2001 for 64 M\$.
- **Online Marketing & Sales Consultant**
- **13-year Marketing & Sales experience with leading High Tech companies (IBM, Compaq, Packard Bell).**

PROFESSIONAL EXPERIENCE

2006-Present WEB 2.0 CONSULTANT & FUND MANAGER

- Performed strategic and online marketing consulting missions (Music Industry, Healthcare, Real Estate Advertising, etc.) to market and monetize existing businesses online.
- Managed my own fund and achieved annual returns 20% above most major indices.

CASHTV

French start-up: 1st Interactive TV gambling channel

2002-2006 Co-FOUNDER & PRESIDENT

Founded CashTV, the 1st Interactive TV Gambling channel in France with the objective to be the first mover in France, in the promising and fast-growing online gambling market.

- Created an innovative business model compatible with strict legal constraints, enabling CashTV to offer cash prizes to players for the first time in France (eg Cash Chrono: 20.000€ every 10 min).
- Designed CashTV, "the casual gambling channel", offering a full range of games offering cash prizes, such as slot-machines, lotteries, video-poker, etc. on iTV, mobile phones and on the Web.
- Negotiated an exclusive distribution contract on CanalSatellite, the N°1 Digital TV platform in France ; CashTV started broadcasting in 2004 and was the first iTV gambling channel in France.
- Raised 2.5 M€ equity in 4 rounds with BAs and VCs (responsibilities included writing the business plans, managing the road show, writing and delivering the presentations, managing the legal).
- Developed CashTV's Internet strategy (www.CashTV.com), including content (over a dozen new games at launch), communication (affiliate program, loyalty program, SEO, PR), legal, etc.
- Negotiated with strategic partners offering similar games, on mobile telephony and on the web, in order to create a more ambitious company addressing all interactive media.

⇒ Cash TV was successfully launched on CanalSatellite, on the internet and on mobile telephony platforms and attracted a majority investment by the N° 1 Casino group in France in 2006.

STATIC 2358 LTD

UK start-up: Interactive TV & TV Design Agency – www.PlayJam.com

1998-2001 SALES MANAGER - MANAGING DIRECTOR EUROPE

My mission was to increase the value of the company by transforming it from an agency to a business with recurrent revenue and a strong brand. By leveraging its iTV programming and TV design strengths, Static 2358 created PlayJam (the first multi-platform Interactive TV games channel, generating revenue from Day 1) and became the european leader in interactive TV development.

- Created and managed the "Game Development", "Marketing" and "Sales" teams to support the development, distribution and monetization of PlayJam (up to 15 staff),

- Negotiated distribution contracts in 6 countries for PlayJam which became the first iTV games channel on Ondigital, BskyB (UK), CanalSatellite and TPS (France).
- Established our French subsidiary (up to 15 staff) which achieved breakeven and a leadership position in 2 years.

⇒ The company expanded, in 2 ½ years, from a 9-people agency valued at £100k to a 150-people market leader which was successfully sold to OpenTV in 2001 for M\$64.

FOREFRONT EUROPE

US start-up: Internet and Utilities Software

1997 SALES MANAGER - SOUTHERN EUROPE

- Established distribution channels in France, Spain and Italy by recruiting distributors, resellers, retailers, agents, etc. and achieved major OEM sales agreements in all 3 countries in 3 months
- Managed communications (advertising, PR, trade-shows, etc.)
- Managed localization of all products, including software, packages, spec sheets.

⇒ Achieved 147% of sales objectives.

PACKARD BELL EUROPE

1995-1996 PRODUCT MANAGER EUROPE – SOFTWARE & INTERNET

Designed Packard Bell Europe PC Ranges 1995 & 1996 (OEM software bundle, User interface, Operating systems, Internet), 1.300.000 units sold in 15 countries (1996).

- Expanded the "software bundle" from 6 to more than 35 programs without adding to the unit cost (segmentation, test, selection, licensing negotiation, contracts, production). The total value of this bundle reached \$2.000, including star products such as MS Word, MS Encarta, Duke Nukem, etc. Research proved it to be "The N°1 reason for Packard Bell becoming the leading Home PC manufacturer in Europe in 1996".
- Managed the localization of Packard Bell Navigator (user interface) for 15 countries.
- Created Packard Bell Europe's first Internet PC range in 1996 for the consumer PC market)

COMPAQ FRANCE

1988-1993 DEALER SALES REPRESENTATIVE

Managed a nationwide distribution channel: distributors, resellers, etc. :

- Prospected Major Accounts (Banks, Industry, Services, Government).
- Trained and managed over 120 dealer salespersons
- Designed and managed co-marketing operations (annual budget : M\$ 1.2) : direct mailings, bus-mailings, fax-mailings, seminars, incentives, etc.

⇒ Sales grew from 18 MFF (in 1989) to 189 MFF (in 1993), 5 Compaq Sales Awards for exceeding sales objectives every year.

IBM FRANCE

1987-1988 CONFIRMED SYSTEMS REPRESENTATIVE

1983-1986 PROJECT MANAGER, TRANSLATION CENTER

EDUCATION

1994 INSEAD MBA (Institut Européen d'Administration, Fontainebleau, France), GMAT: 760 (Top 0.03%)

1978-1983 Engineering Degree ESSTIN (Nancy, France)

Languages English (fluent), French (mother tongue), Spanish (average level)