

CHRISTIAN FERNANDEZ

Business Development | Growth Strategy Consultant | AI Development | International Sales | General Management
christian2358@gmail.com | +27(0)714.48.56.83 | +33(0)6.82.07.62.64 | linkedin.com/in/christian2358 | web: christian2358.com
Cape Town, South Africa (Open to Local & Remote Global Roles)

Professional Summary

Accomplished international business leader with extensive experience driving revenue growth, launching ventures, and scaling operations across Europe and international markets. INSEAD MBA graduate and engineer with a proven track record in P&L management, market entry strategies, fundraising, commercial leadership, and digital & AI transformation covering a large variety of market segments.

Core Skills

- **Business Expertise:** Business Development, Revenue Growth Strategies, International Sales, P&L Management, Market Entry Strategy, Product Management, Communications Management, Strategic Planning
- **Leadership & Strategy:** Fundraising & Investor Relations, Commercial Leadership, Team Building & Development, Business Transformation, Change Management, Digital Strategy
- **Technical & Digital:** AI Expert (Application Development, AI Agents), Digital Marketing, E-commerce Platforms (Shopify), SaaS Business Models, Coding (JavaScript, HTML/CSS), Digital Design and Branding.
- **Languages:** French (Native), English (Fluent), Spanish (Conversational)

Career Highlights

- Scaled UK interactive TV business from startup to £48M valuation in under 2 years, expanding team from 9 to 150 employees across Europe.
- Co-founded and secured €2M funding for France's first interactive lottery platform, negotiating national distribution with CanalSatellite and achieving successful exit to Partouche Group.
- Built the UK subsidiary of a French organic cosmetics brand from zero to £90K revenue with 200% YOY growth, securing premium partnerships (Boots, Harrods, Fortnum & Mason) and achieving breakeven in 13 months.
- Founded Meatomania health snack brand, raising €400K funding, establishing CE-approved production, and scaling distribution to 60+ retail outlets with 2.5x revenue growth.

Professional Experience

AI Applications Consultant & Strategic Advisor | Christian2358.com | South Africa

2025

Delivered strategic advisory and AI deployment solutions, driving significant commercial growth and digital transformation for diverse local and global clients.

- **AI Development:** Architected and prototyped custom AI applications and autonomous workflow agents using Google AI Studio, LLMs, and Suno, automating workflows and boosting content generation efficiency.

Founder & President | Meatomania | France

2019 - 2024

Founded and scaled Meatomania, a 100% natural, high-protein snack brand, from concept to distribution in 60+ retail locations, achieving 250% growth by year 3.

- **Product Development:** Designed award-winning product range achieving 100% customer satisfaction (5/5 ratings) with sugar-free, high-protein formulations.
- **Operations:** Established CE-approved production facility compliant with strict EU quality control systems.
- **Commercial Strategy:** Executed multi-channel go-to-market strategy including pricing optimization, digital marketing campaigns, and strategic retail partnerships delivering 2.5x revenue growth by year 3.
- **Fundraising:** Secured €400K from investors, grant applications and bank loans to fund launch and scale operations.

Sales Manager | Ziwit / HTTPCS | France

2018 - 2019

Orchestrated a critical turnaround for a cybersecurity SaaS firm, reversing Q1 decline and achieving 250% revenue growth in Q2-Q3 via strategic sales restructuring and lead generation improvements.

- **Team Leadership:** Recruited, onboarded, and coached 6 Account & Channel Managers overseeing 500+ accounts.
- **Strategic Overhaul:** Redefined pricing, value proposition, and digital strategy, increased quality leads by 150%.
- **Revenue Recovery:** Reversed Q1 decline, achieving 250% revenue growth through restructured sales approach.

Strategy Consultant | 101% Digital | France / UK

2007 - 2008, 2013 - 2018

Led international digital business development across tech, e-commerce, and wellness sectors.

- **Business Transformation:** Orchestrated the strategic pivot of a UK wellness startup to a digital media model, redefined business missions, successfully launched content platforms, doubled user engagement and revenue.
- **International Expansion:** Spearheaded pan-European e-commerce channel establishment for a leading US fitness brand, facilitating UK market entry for two French digital agencies.
- **E-commerce Development:** Coded and launched multilingual Shopify platforms for UK fashion and French cosmetics brands, optimizing conversion through UX improvements.

Founder & Managing Director | Bach Flowers UK | UK

2009 - 2011

Launched UK subsidiary for a French organic cosmetics brand, from scratch to profitability in 13 months.

- **Market Entry:** Secured premium retail partnerships with Boots, Harrods, Fortnum & Mason, and ASOS through a targeted B2B strategy and an intense guerilla prospection.
- **Distribution:** Secured and onboarded two national wholesalers, expanding distribution to 2,000+ points of sale across nationwide UK wellness and retail markets.
- **Brand Building:** Executed PR campaign resulting in extensive media coverage and Best Organic Launch Award.
- **Financial Performance:** Achieved breakeven in 13 months, generating £90K sales with 200% YOY revenue growth

Founder & President | CashTV | France

2003 - 2006

Co-founded France's pioneering multi-platform lottery channel, achieving successful exit.

- **Strategic Partnerships:** Negotiated exclusive nationwide distribution agreement with CanalSatellite, securing large-scale audience reach of over 2.5 million homes.
- **Fundraising:** Led three successful investment rounds totaling €2M through investor pitches and legal negotiations.
- **Innovation:** Built strategic alliances to launch the first French triple-play digital lottery on TV, web, mobile platforms.
- **Exit:** Successfully negotiated acquisition by Partouche Group, Europe's leading casino operator.

Sales Director | Director Europe | PlayJam / Static 2358 | UK

1999 - 2001

Led European expansion for interactive TV pioneer, scaling company to £48M valuation.

- **International Growth:** Directed European expansion, negotiating distribution deals in France and UK using innovative revenue-sharing models.
- **Team Building:** Recruited and led a cross-functional team of 30 across product development, marketing, and sales.
- **Market Entry:** Established Static France (15 employees) and launched PlayJam on CanalSatellite and TPS.
- **Company Growth:** Drove expansion (9 to 150 employees within 2 years), contributing to £48M company valuation.

Previous Experience

- **Sales Manager Southern Europe | ForeFront Group (1997 - 1998)**
Exceeded sales targets by 147% within 3 months by executing accelerated distribution in 3 countries.
- **Product Manager Europe | Packard Bell NEC (1995 - 1996)**
Designed and introduced Packard Bell's first Internet PC range with a bundle of 35 titles (+150%).
- **Channel Sales Manager | Compaq France (1988 - 1993)**
Drove sales growth from 18M to 189M FF, recruited 150 new POS, earning 5 consecutive Compaq Sales Awards.
- **Senior Technical Sales Engineer | IBM France (1983 - 1988)**
Managed technical support operations and project initiatives for 2 key banking accounts.

Education & Credentials

MBA, Business Administration | INSEAD, France | 1994 (GMAT: 760 - Top 1%)

Graduate Engineer (Master's Equivalent) | ESSTIN, Nancy, France | 1978 - 1983

Personal Website & Project Showcase: christian2358.com