

**PROPOSAL OF SERVICES**

# **CLAUDE EREPMOC**

**Business Development Strategist**

**–**

**Freelance**

# In a nutshell

Seasoned expert in the media and entertainment sectors (19+ years), with an Executive MBA from ESCP. I engage the best monetization levers and international strategies to help organizations accelerate business growth, infiltrate new markets and explode revenue targets. In the last 10 years I have enabled 28 companies to deploy in over 17 countries in EMEA, generating positive revenue streams from scratch and expanding their brand presence. Now, I'm channeling my experience in content monetization, advertising sales, and technology solutions sales in a freelance capacity to help tech start-ups massively scale up.

## Trusted by



## Areas of Expertise

Monetization and International Development

Strategic Partnerships

New Sources of Income

Diversifying Services

Gaming

Entertainment

New Business

Advertising

Tech

# Approach

I establish bold strategies for winning the hearts of new customers and entering new markets, leveraging 19+ years of experience spanning:

- **Ad sales:** Digital, TV, radio, brand content, social media & mobile platforms.
- **Content monetization:** Digital, audio, news, TV programs distribution & gamification.
- **Brand marketing:** Licensing, merchandising and events.

To do this, I take a three phase approach:

## 1. Challenge the business to think differently

**+50%**

Increase of **client ad spend** on RFI's platforms.

Building **strong relationships** with the largest advertising agencies - **Havas** and **Publicis**.

## 2. Find diversification options that create value (explore freely without taking high financial risks )

**+17**

Number of **new markets** conquered.

Led market analysis, field trips and strategies to **create new sources of income**: €400k from scratch within a year for FMM\*.

## 3. Optimise business development team efficiency (Empower remote and on-site teams)

**+30%**

% of **new clients per year** at FMM (\*France 24, RFI, MCD).

Recruited, managed and animated a **network of 14 sales agents across 8 countries** in Europe, Middle East, Africa.

# Ways to work with me

Choose a pre-designed package, or contact me if you're interested in a bespoke service.



## Powerfully Precise

### Day rate based on project requirements

This service is best suited for project-based work expected to be completed in less than 3 months.

Example projects include:

- Undertaking competitor analysis
- Preparing for entry to one new market (e.g. establishing a list of relevant contacts and partners)



## Super Strategic

### Package fee based on scope of work

This service is best suited for tackling a larger work programme, usually over 3 months or more.

Example projects include:

- Defining an efficient business strategy
- Empowering a business team to develop strategic partnerships
- Optimising an existing business development strategy

# Let's make magic!



**Claude Erepmoc**

**International expansion**

**Make your business  
development teams thrive**

**Add spice to your strategy**

**I'd love to chat through this proposal with you further, and  
explore how we can work together.**

## Getting in touch



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