

# Alexandre Douzet, M.S., MBA

New York, NY

Tools for Transition Sample Resume

email • phone

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## PRESIDENT / Co-FOUNDER, TheLadders.com

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**Innovative entrepreneur and effective technology and media executive who is widely regarded as one of the top interactive and direct marketers in the world.** Driving force behind successful start-up and fast-growth organizations that capitalize on untapped niche markets and technology solutions.

**Established innovative and new business model for a high-end job site** by charging job seekers a monthly fee. New approach builds a pool of pre-qualified executives who can be sourced by recruiters.

**Creates top-line revenue growth and bottom-line profitability** through shrewd strategic thinking and practical business operations management. Equally skilled at establishing strategic industry partnerships while creating a productive work environment that supports rapid international expansion.

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### AREAS OF EXPERTISE

Brand Development	International Management	Product Development
Business Strategies	Leadership	Public Relations
Capital Markets – Venture Capital	Media Relations	SEM / SEO
Direct Marketing	Mergers & Acquisitions	Strategic Partnerships
Financial Planning & Analysis	Online Recruiting	Strategic Planning
High Growth Companies	Pay Per Click Strategies	Website Development

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### Professional Background

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TheLadders.com Inc., New York, NY 2003 – Present  
Leading job site for \$100K jobs with 100% year-over-year growth since inception

#### **PRESIDENT, 2008 – Present | Staff of 400+**

Drives penetration, growth, and innovation for the multi-billion dollar industry of high-end professional career management. Creates overall business strategies, vision and direction for the company.

- Manages entire company P&L, day-to-day global operations, and all business units including Subscription, Career Services, RecruitLadder Enterprise and International.
  - Spearheads development of all strategies for new business, mergers and acquisitions, and global expansion into Continental Europe and Asia.
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#### **BOARD OF DIRECTORS, 2007 – Present | Staff of 400+**

#### **EXECUTIVE VICE PRESIDENT / GENERAL MANAGER, Europe, 2006 – 2008 | Staff of 200+**

Drove strategy, marketing, sales, product development and productive business relationships for the UK. Concurrently responsible for resume and subscription service business lines in the US.

- Launched TheLadders.com career services in 2006. This business unit, which provides resume reviews, resume rewrites and interview preparation has grown over 600% (CAGR). This is the world's largest resume service, with 30K resumes written in three years.
- Grew TheLadders.com into one of the world's fastest-growing companies (100% YoY revenue growth) for the past five years, based on only \$8M of equity financing.
- Established TheLadders.co.uk in July 2007. In less than 18 months, this became the #1 most visited executive job website in the UK.

TheLadders.com, EXECUTIVE VICE PRESIDENT / GENERAL MANAGER (Continued)

- Grew TheLadders.com US subscriptions to over 2M registered members.
- Built a state-of-the-art website, and launched innovative products such as a patent-pending option, TheLadders.com Confidential Resume.
- Recognized by the New York State Society for Human Resources as one of the “40 Best Companies to Work for in New York”, 2009.
- Recognized by Silicon Alley Insider as one of “The World’s Top 25 Most Valuable Digital Startups”, 2008.
- Recognized by Weddle’s User’s Choice Awards “Best Job Boards on the Internet”, 2007.

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#### VICE PRESIDENT MARKETING, 2003 – 2006 | Staff of 100+

Directed marketing, branding, market research, public relations, reporting and data-mining activities.

- Established new and competitive industry model of charging job seekers a nominal fee that pre-qualified them, and provided a base of potential candidates that interested executive recruiters. Established new niche job site for \$100K job seekers.
- Built US subscription base from zero to more than 1.3M members in three years through public relations, word of mouth, search engine marketing strategies, and other online advertising media.
- Transformed TheLadders.com from a job site into a career management platform by launching new services such as Resume Service and Career Coaching, using third-party partners.
- In less than two years, TheLadders.com became the #1 most visited executive job website in the US and one of the top 10 career sources on the Internet, according to ComScore Media Metrix.
- Increased marketing program ROI over 100% by leveraging optimization techniques such as multivariate testing and A/B testing.
- Negotiated multi-year partnership deal with the WallStreetJournal.com to drive subscriptions to TheLadders.com.
- Engaged over 35K recruiters to post jobs and source high-end candidates.

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#### CO-FOUNDER, 2003

Co-wrote business plan. Raised \$640K in angel round funding, then raised \$7.25M in Series A round with Matrix Partners. Built executive team and hired key staff.

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ACADEMIC SABBATICAL

2002

INSEAD, Fontainebleau, France, Master of Business Administration .

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Yahoo! HotJobs, New York, NY

2000 – 2001

Consumer job board used by job seekers, employers, recruiters and staffing agencies

#### DIRECTOR OF ONLINE MARKETING | Staff of 10

Managed HotJobs.com online marketing practice to drive resume acquisition and job postings. Oversaw business development side of the operation, negotiating online partnerships with top tier internet players.

- Acquired over 5M resumes in one year by leveraging online marketing channels such as search and affiliate marketing.
- Optimized online channels and key partnerships to increase ROI and marketing efficacy by over 1000%.
- Established partnerships with premier online properties to drive traffic to HotJobs.com, including About.com, JunoOnlineServices, and E\*Trade.
- Leveraged research strategies such as A/B testing to increase the efficiency of the resume registration process. Worked with product management to improve website design and user flow, thereby increasing performance in meeting key performance indicators.

Yahoo! HotJobs, DIRECTOR OF ONLINE MARKETING (Continued)

- HotJobs became #1 most visited career website in July 2001, ahead of Monster, according to ComScore Media Metrix. This enabled HotJobs to reduce marketing investment while growing traffic and reaching profitability in 2001.
- Supported management efforts in spearheading the sales of HotJobs to Yahoo for \$436M.

BMG Direct, New York, NY  
World's largest music club

1999 – 2000

**MANAGER, Marketing Planning & Analysis | Staff of 10**

Managed marketing, planning and analysis groups for the pop, jazz and classical music clubs. Capitalized on economics of media channels and subscription business models.

- Acquired 10M new members per year with a \$10 cost per registration and \$120 lifetime value.
- Directed, planned, analyzed and forecasted the performance of a \$100M annual marketing acquisition budget via direct mail, telemarketing, print, internet, viral marketing, radio and TV.

Vivre, New York, NY  
Start-up luxury catalogue

1997 – 1998

**MARKETING MANAGER**

- Grew revenue from \$200K to \$2M in two years. Achieved organic growth by investing in effective direct mail programs.

**Additional**

Business travel in UK, Germany, France, Switzerland, Canada and Japan.  
Fluent French, conversational Spanish.

Air France, New York, NY ♦ Marketing Analyst

Citigroup-Salomon, London, UK ♦ Summer Intern, 2002

Participated in merger and acquisition project for Consumer Group of Schroder Salomon Smith Barney

New York University

Adjunct Instructor (2 years), Direct Marketing; Financial Planning and Analysis

Established two companies while at Université Jean Moulin (Lyon III)

Temporary Job Agency ♦ Sports Event Marketing Firm

**Education**

INSEAD, Fontainebleau, France, 2002  
Master of Business Administration  
*Won "MBA Olympics" in soccer*

New York University, 1999  
Master of Science, Direct Marketing  
*Lester Wunderman Award*

Université Jean Moulin (Lyon III), France, 1996  
Bachelor of Science, Economics & Business Administration

**Publication**

An Investigation of Pay Per Click Search Engine Advertising:  
Modeling the PPC Paradigm to Lower Cost per Action, 2005