

Jérôme-Olivier  
Falcon

CEO - Managing  
Director -  
Business Unit  
Director



Fluent in English

Digital native

Depth understanding

Innovative thinking

360°



## EXPÉRIENCES

### President

Moobifun (Moja Group) - Depuis juillet 2022



- ▶ From 4 years lost to positive balance within 15 months, managing mainly on the ground (14 African and Middle East countries).
- ▶ Direct relationship with Telcos and Payment Providers, National Regulators, providing omni channel tech solutions.

### Group CMO

MATCHEM - NJJ PROJECTS XII & XIII (NJJ HOLDING) - Décembre 2020 à avril 2022 - CDI - Paris - France



- ▶ Group digital transformation.
- ▶ Complete digital assets overhaul (14 months roadmap - developers' army).
- ▶ Monetization of digital and online media assets (paywalls). Media portfolio of 8 titles (Print, desk, mobile, app, and digital editions) leading to 1 billion 200 million page views and 12 million annual users market leadership. (covering the entire population of horse racing bettors).
- ▶ Online betting operator platform under French licenses (HR and Sports), product/market parity, innovative features and premium rewarding programs.
- ▶ Products parity ++.
- ▶ Products innovation.
- ▶ Go to markets (international).
- ▶ Onboarding new business (BtoC as BtoB).
- ▶ From media and operator to Social Betting & Gaming Platform.
- ▶ Driving the rejuvenation of the group target and the acquisition of new customers.

### Advisory Services (Consultant - Owner)

MindTheGap - Depuis 2013 - Lyon/Brussels - France



- ▶ MindTheGap is a Digital Strategy Consultancy

MTG helps entrepreneurs orient themselves in their strategic choices.

Based on more than 15 years of expertise in international markets in disrupted industries, the agency mainly but not only supports on issues of customer acquisition and retention.

- ▶ Goods & Brands / Fintech / Entertainment / e-Content / Connected Devices / IT Agency / Gaming / e-Sport / e-Purchase
- ▶ Significant Revenues increase (lowest: 3% / biggest: 20%)

### Managing Director Online Activities

JOA GROUP (Blackstone) - Juin 2018 à août 2019 - CDI - Lyon - France



- ▶ The JOA Group is the 3rd largest (in GGR) gaming and entertainment operator in France with 33 land based casinos on French territory, a gaming club at Paris and an online betting site offering sports and horse betting. (2 300 employees).
- ▶ AFJEL / ARJEL (Now ANJ.fr) / TracFin official spoke person.
- ▶ Joint Venture (Gaming1.com) manager.
- ▶ Managing all departments involved (Marketing, IT, Finances, Legal, Compliance...)
- ▶ Managing all external partners

Smooth Agitator | Facilitator  
| Simplifier.

French & Nigerian passports

Into Gaming since 2004

High level of commitment.  
Strong business  
development in (Go to)  
markets with high potential.  
MarkCom omni-canal and  
Global UX expert.  
14 years as digital pure  
player then 5 within a  
consulting agency.

- ▶ took 20% market share of French local advertising in less than 2 years,
- ▶ leading the moneytainment French regulation / 50% market share,
- ▶ successful digital transformation of a Belgium retail company in 30 years of inertia / 400 shops (P.O.S) / €M120 TO: +7% growth,
- ▶ built a paying community of one million members.

- ▶ For a highly competitive industry.
- ▶ Company looking for powerful growth focused on acquisition and retention of paying customers.
- ▶ Where business & data intelligence means something.
- ▶ Where creativity & innovation is seen as a key competitive added value.
- ▶ Where global UX management is a daily concern.

Lived +13y at London,  
Brussels and Malta.  
Worked at France, Belgium,  
Sweden, Ireland, London,  
Malta, Lebanon, Cameroon,  
Nigeria...

- ▶ Divide the structural deficit by two.
- ▶ Managing platform change
- ▶ COMEX/BOARD

## South Europe Media & Marketing Director

StarsGroup - Février 2017 à mai 2018 - CDI - ST JULIANS - Malte



- ▶ France | Spain | Italy | Portugal | Belgium
- ▶ Launch of BetStars and the share liquidity platform
- ▶ Recovered lost market share since 5 years within 11 months
- ▶ Managing SE verticals: +30 people
- ▶ +30M€/y net Mkg/Com budget
- ▶ Liaising & responsible for all regional media and external partners
- ▶ Official spoke person (liaising with SE regional authorities).

## Founder - Owner

Digital Age of Design & Art - 2012 à 2015 - Brussels - Belgique



- ▶ ▶ Luxury Goods - Fine Contemporary Art.
- ▶ Reproduction of exclusive pieces of Contemporary Art on different kind of support.
- ▶ Limited edition only – numbered and signed by the Artists.
- ▶ Customization on demand.
- ▶ 3 years of growth (TO: €K50 to €K200) then sold in November 2015 with profit.
- ▶ Founded from scratch.
- ▶ Full development activities leading to a complete e-purchase on demand website.
- ▶ Leading to the first Premium Contemporary Art Customization website.

## CMO / BDO & Shareholder

ChiliGaming Group (Iliad Group) - Mars 2009 à août 2012 -  
CDI - London - Royaume-Uni



- ▶ France | Swiss | BeNeLux | Germany | Poland
- ▶ ChiliGaming Group - Gambling Operator, London/Malta (headquarters) – 50 employees – GW \$15M – member of the Power 50. French Licensed by ARJEL. Global media deals and negotiations, white label, content providing, main partnership supervisor: Free.fr, Setanta TV (Ireland), SEO, Google Adwords, Famous Poker Players as Ambassadors sponsoring.
- ▶ DeepStackOpen event creation sold to Unibet  
<http://www.deepstackopen.com/past-editions/>
- ▶ WPT Marrakesh.
- ▶ iGamingFrance.com: Managing Director > leading BtoB gaming online magazine > 3 people.
- ▶ Madeinpoker.com: Managing Director > leading BtoC poker online magazine > 3 people.
- ▶ Achieving these 2 companies as profitable, tripling their audience.  
Main partnership of the company on a daily basis operation for French market (Free.fr – Iliad Group – Second biggest French internet provider – 12 million users > internet – TV box).
- ▶ International Group expansion
- ▶ EGamingReview Awarded in 2009: Industry Rising Star.
- ▶ COMEX/BOARD

Curiosity works here. "Every day is day one" (Jeff Bezos).  
LMTD: Leading, Managing, Thinking, Deal Making.

Permis de conduire

📍 France

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- ▶ Achieving a 120K acquisition & retained paying customers.
- ▶ Doubling the GW with a + 25% on the target.

## Main Speaker at The iGaming France Conferences (Shareholder)



**iGaming France - 2009 à 2012 - CDI - Paris - France**

- ▶ Main iGaming French Inside News website and organization.
- ▶ Lobbying
- ▶ Conferences
- ▶ Direct Negotiations with French State (Economy Ministry)
- ▶ Leading to the French eGaming Opening & Regulation (ARJEL).

## Speaker

**ESCD 3A - 2009 à 2010 - Bénévolat - Lyon - France**



- ▶ International Business & Development School
- ▶ Digital Disruption and International Biz courses

## Managing Director - French Speaking Areas

**PocketKings Ltd. - Juin 2008 à mars 2009 - CDI - Dublin - Irlande**



- ▶ France | Swiss | BeNeLux | French Canada
- ▶ World Poker leader - 600 employees - £1B GW.
- ▶ Strategy, Budget and P&L full responsibility.
- ▶ \$10M Media plan management
- ▶ Achieving a + 30% on the rake target + 50% on the GW.

## Managing Director - French Speaking Areas

**Unibet Ltd. - Janvier 2005 à juin 2008 - CDI - London - Royaume-Uni**



- ▶ France | Swiss | BeNeLux
- ▶ Belgium and London (headquarters) – 400 employees – GW £110M - €M45 budget mgt.
  - ▶ Public and press relations + corporate + French lobbying and Official Main speaker.
  - ▶ Cross selling internal promotion and retention management / First VIP program of the company established with a Black Premium Pass.
- ▶ Leading the French BU to 50% market share.
- ▶ Strategy, Budget and P&L full responsibility.
- ▶ Achieving a + 300K retained paying customers > over achieving GW and EBIT by 150% the target.

## Marketing & Communication Consultant

INCUBALYON.COM.

**Incubalyon - 2003 à 2005 - CDI - Lyon - France**

- ▶ Incubator & Communication agency (business nursery), Lyon (headquarters) – 40 employees.
- ▶ Public and press relations, marketing and business development consultancy.
- ▶ Advices for an average of ten ongoing different projects by year.
- ▶ COMEX
- ▶ Achieving 6 living projects as companies.

## Chief Marketing & Communication Officer Webcity.com SA (Carrefour Group) - 1999 à 2003 - CDI - Lyon - France



- ▶ France | Belgium | London | Barcelona
- ▶ Headquarters – 100 employees  
Local agencies in the 8 biggest French cities  
37 cities covered with local content  
London, Brussels and Madrid
- ▶ Achieving a + 190K retained paying customers.
- ▶ 20% National Market Share of Local Advertising Business.
- ▶ First Car-pooling service ever / Bought CanalFood.com / First local Ticketing service.
- ▶ LiveCity: first local live news before iTélé
- ▶ First dedicated premium ticket booking service with Pathé Group.
- ▶ Local advertising market disruption
- ▶ Constrains the leaders of the sector to come on my digital territory
- ▶ Media content monetization & syndication
- ▶ COMEX & Board

## Product Manager



### Jet Multimédia / iProvider Europe Explorer - 1998 à 1999 - Lyon - France

- ▶ France | Swiss | Belgium | Spain
- ▶ Digital Virgo (9 Telecom Group – listed in Paris) – Internet Provider & Re-creative Company - Lyon (headquarters) – 200 employees – GW €70M.
- ▶ Launch of internet providing services in France, Switzerland, Belgium and Spain.
- ▶ Distribution of 28 million connection kits.
- ▶ Leads up to 1M connections/month in pay-per-view > + 30% of the group GW.

## COMPÉTENCES

### B.Unit Leadership

- ▶ Project & Team Management
- ▶ P&L - EBITDA Full Responsible
- ▶ Outperform with Small & Mid-Caps
- ▶ Strong impact on results

### Growth Hacking

- ▶ Growth Hacking Techs&Methods
- ▶ Intra-preneurship
- ▶ Disruption & Innovation
- ▶ Acquisition & Retention
- ▶ Project Management
- ▶ Go to markets

### Digital Acquisition channels & Data Analytics tools

- ▶ SEO / SEA / Affiliates
- ▶ Social Networks & SMO
- ▶ Lead nurturing and retargeting

‣ Google Analytics / Hotjar / Studio / Tableau / Selligent



## Business Strategy

- Business Intelligence
- Business Development



## Marketing Strategy

- Marketing & Communications
- Operational Marketing
- Digital Marketing
- Global UX



# CENTRES D'INTÉRÊT

## Hobbies

- Tech/Blockchain & Cryptocurrency
- Contemporary Arts

## Sorties

- Restaurants
- Galleries
- Cinema

## Voyages

City trips on each continent

## Lectures

- Advertising & Medias studies
- Geopolitics, Economics & Sociology
- Astrophysics

## Sport

- Fitness
- Skiing

# FORMATIONS

## Digital Pro Active

GOOGLE / LINKEDIN

Janvier 2016 à mars 2016

Google Professional Certificated  
LinkedIn Professional Certificated  
SEO / SEA / Publication / Analytics

## DESS Economy

ESCD 3A

1997 à 1999

International Business & Development School - Lyon

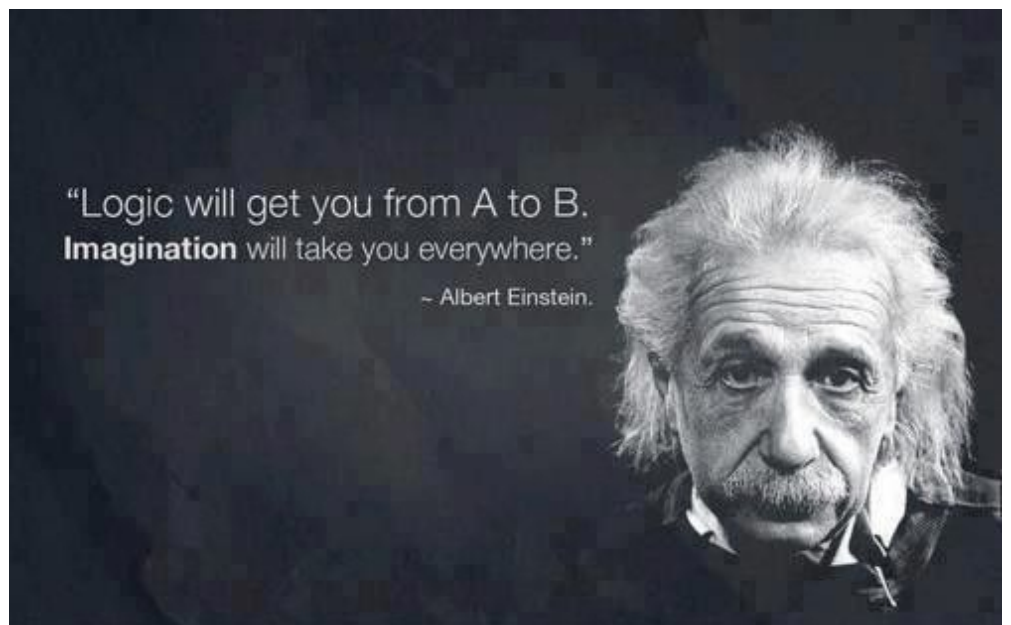
MSc Economy (with highest distinction: major of the school).

French certificated level 1: Master (DESS - Bac +5) / European certificated level: CEC 7.

Equivalent to an M.B.A. in Economics & International business management.

## PORTFOLIOS

"La logique vous mènera d'un point A à B.  
L'imagination vous mènera partout". A.E.



## Webcity TV Campaign (9 different commercials)



French TV campaigns

Site web

<http://www.ina.fr/video/PUB1587055020/webcity-video.html>

Date de création

10 Jan 2000

Si ça ne pétille pas, ce n'est pas de moi.

