



Franco De Bonis

Product Marketing Veteran

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Skills

- Veteran product marketer with a deep and practical experience of the entire product/software development cycle
- Skilled digital marketing native and have developed and executed highly successful omni-channel digital marketing campaigns
- Extensive expertise in planning, developing and launching both hardware, software and Cloud-based applications
- Experienced in managing and leading diverse, multi-disciplined teams across multiple geographies
- Preparing and presenting reports and marketing/development plans to C-Suite
- Highly driven with a proven track-record of meeting and exceeding goals and targets
- Skilled presenter and public speaker
- Proven project and campaign manager: successfully delivered hundreds of complex web projects
- Accomplished businessman, having started, grown and sold my own marketing agency
- Deep experience of both the corporate world and the hectic life in a start-up.
- Strong mentoring and training skills
- Excellent written and verbal communication skills

Career Summary

01/2017 - Present

ProVision Vehicle Cameras – Marketing Director

Defined, executed and led a company and product marketing strategy for this second-stage Fleet IoT start-up.

- Led development of a market-leading company website
- Development and management of yearly budget (€450K)
- Defined and implemented a multi-threaded digital marketing campaign
- Management of PR strategy
- Defined and led restructure of the company and brand message
- Developed and led partner strategy and key online assets
- Developed and executed a client video case study program

Notable Highlights:

- 1) Drove inbound leads from zero in Jan 2017 to >€250K/month YoY.
- 2) Increased YoY organic traffic to the site by >500% and Pageviews by 380%.
- 3) Established 'CameraMatics' as a market-leading technology term and ProVision as thought leaders.
- 4) Nominated for 5 awards in a 12-month period.

2016 - 2017

Red Hot Penny – Head of Digital Solutions (1 Year Contract)

Gained extensive experience working with major accounts such as Lipsy, Megabus, Red7 and LowePro. Leading and winning major pitches and positioning Red Hot Penny as a leading digital agency at major events in the US and UK.

- Developing an international communications strategy
- Creation and delivery of all external promotional messaging
- Management of key account campaigns
- Management of client marketing strategy
- Irish business development
- Sales and client relations

Notable Highlights:

- 1) Delivered a series of highly successful case study presentations, examples of which can be seen in the resources section.
- 2) Won several major new clients for the company totalling >€200K per year.
- 3) Established an affiliate network of partner companies who referred business to RHP.

2007 – 2013 (Acquired By Snap Printing in Jan 2014. Handover period until June 2015)**The DG Group – Owner and Director of Digital Marketing Services**

One of the most intensive ways to learn about business, budget control and digital marketing. Truly a baptism in fire, where only the very best succeed. I succeeded and delivered major growth for my client companies using virtually every form of traditional and digital marketing, as relevant!

- P&L
- Development of client campaigns strategy
- Management of campaign delivery and ROI
- Growing the company brand and web presence
- The efficient running of the 11-strong team
- Sales and client relations
- Business development
- Oversee the management of The DG Group's many web servers
- Achievement of Google Partner status (AdWords & Apps)

Notable Highlights:

1. Grew the business from zero to €500K annual turnover in 5 years with average net profit of 10% (during the worst recession in living history).
2. Oversaw the successful delivery of over 400 brochure websites, 100 E-Commerce sites and 20 bespoke web applications.
3. Drove a pitch that won Hyundai Ireland's bespoke web development project and ultimately ran the project that delivered the new bespoke website and CMS in only 14 weeks.
4. Part of Negotiating team that acquired a rival digital agency and led the absorption into Snap.

2008 – 2012**21CMS – Owner and Marketing & Partnerships Director**

This was a project developed to answer a sectoral need. 21CMS was a PaaS solution that delivered simple delivery and management of websites for print marketing companies looking to move into the digital space. It delivered simple and integrated mobile web support before any other platform globally.

- Research implementation
- Product development lead
- Product marketing strategy
- Partner recruitment strategy
- Investor relations
- Business development

Notable Highlights:

1. Oversaw the development of a system, which housed over 1,000 brochure and ecommerce websites at its peak.
2. Pitched and was accepted into Enterprise Ireland's HPSU (High-Performance Start-up Unit) program.
3. Gained €500K in round 1 funding (from private and government funds).
4. Won major clients in Ireland and UK (Snap and Prontaprint/KallKwik).

2003-2007 (Plus various other roles within Creative Labs from 1995)**Creative Labs – Global Product Marketing Lead (Audio Division)**

I researched new potential product lines and features, then worked with the product development teams to turn them into reality. I then led the productisation teams to create a saleable product. Finally led the brand and marketing teams in preparing regional retail and channel go-to-market strategies, plus planning and distribution of ATL and BTL budgets.

- Product sales targets (For 12 months following launch)
- Global PR
- Product development strategy
- Product launch strategy
- Ongoing global advertising & marketing strategy
- Product forecasts
- Product EOL & Transition
- Global research programs

Notable Highlights:

1. Led the most successful product launch in the history of Creative Labs. 2 years in the making, global sales topped \$27M in the launch quarter – over 50% growth from the previous equivalent quarter.
2. Conceived, worked with development team, and launched the world's first 5.1 surround sound discrete card for PCs. A game changer for Creative that rejuvenated falling audio card revenues and delivered over \$400M annually in sales.
3. Launched the world's first hard disk MP3 player (Creative Jukebox) across Europe with a \$10M budget, achieving \$25M in launch quarter sales.
4. Designed and launched the "Platinum Partnership Program", allowing Creative to leverage co-marketing opportunities in the retail space with key games publishers, delivering over 100% growth in high-end audio card sales.

Education

Masters in Digital Marketing (Distinction)
 Postgrad in Digital Marketing (Merit)
 Diploma in Digital Marketing (Distinction)
 Diploma in Copywriting (Distinction)

Google AdWords Certified Professional
 Enhanced Certified Networking Engineer
 FETAC Level 5 First Aider & CFR
 HNC Electrical Engineering

For Fun

Volunteer Blood Biker
 Tae Kwon Do (Black Belt)

Motorbikes
 Fitness

Resources

Below are some examples of presentations and content I developed and delivered in the last few years, and which highlights my expertise in all things digital marketing.

- a. Website: ProVision Core Website And Partner Portal
<https://www.provisioncameramics.com/>
<https://partners.provisioncameramics.com/>
- b. Presentation: Online Promotion For Companies That Sell Offline:
<http://figarodigital.co.uk/video/wanna-know-secret-search-marketing-dont-sell-online/>
- c. Presentation: Case Study Highlighting Winning Approach Of An Organic Search Campaign
<http://figarodigital.co.uk/video/search-marketing-embrace-the-nerds/>
- d. Presentation: Case Study Highlighting Winning Approach Of A Combined Paid/Organic Search Campaign
<http://figarodigital.co.uk/video/power-quantum-search-marketing-delivered-738-growth-ppc-profit-78-growth-online-visibility-lipsy/>
- e. Presentation: The 8 Ways To Fail & International Ecommerce
<http://figarodigital.co.uk/video/red-hot-penny-summit-may-2016-international-ecommerce/>
- f. Presentation: Speaking At A Small Business Forum In 2014 on '21st Century Marketing'
<http://www.francodebonis.eu/21st-century-marketing-light-at-the-end-of-the-tunnel-event/>
- g. Article: Picked Up By Ecommerce Insights – 'The big, big guide of 8 ways to FAIL at international ecommerce' – Long form article
<http://insights.ecommerexpo.co.uk/the-big-big-guide-of-8-ways-to-fail-at-international-ecommerce/>
- h. Article: 'Which Of These 7 Social Media Personas Are You?'
<http://www.francodebonis.eu/which-of-these-7-social-media-personas-are-you/>
- i. Article: 'Want To Be Successful? Be Quirky'
<http://www.francodebonis.eu/want-to-be-successful-be-quirky>