

Louis Chevalier

15-year experience in international media and communication
Head of Account Management, iProspect Global



36 years old
French nationality
Driver license and
personal car

Contact details:

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Skills:

- Microsoft Office Suite
- French (native)
- English (C2)
- Team management
- Media strategy
- Media operations
- International coordination
- Data analysis & dashboarding

Hobbies:

- Music: Piano & Trumpet.
- Photography: Landscape, macro, portrait, cityscape.
- Movies & series: Science-fiction, fantastic.
- Gaming: Survival, Simulation, MMORPG, Strategy.
- Travels: USA, Scotland, Germany, South-Africa, France.



[louischevalier.fr](https://www.instagram.com/louischevalier.fr)

● Head of Account Management – Remote – 2023-Present

iProspect Global – dentsu for BMW Group Europe

**iPROSPECT
dentsu**

- Overseeing end-to-end account delivery across markets, acting as a senior escalation point for clients and teams.
- Leading transition phases, stabilising workflows, onboarding markets, and coordinating cross-team operations.
- Driving operational excellence by structuring ways-of-working, ensures multi-market alignment through regular touchpoints, and manages tooling, access, and enablement.
- Championing data and reporting governance, supports campaign readiness and risk management, facilitates strategic planning discussions, and coordinates cross-functional teams for integrated delivery.

● Global Client Partner – Remote – 2023-2025

Global Client Director – Paris & Remote – 2020-2023

iProspect Global – dentsu

Client lead position looking after Groupe SEB.

- Team management: task planning, coordination of various teams, ensuring the well being of everyone in the team. Tasks in the team include network management (strong focus on quality of service), coordination, media plans gathering tool management, follow-up on local media strategies and deliveries,
- Project management in e-commerce (D2C & Retail media), ad-tech, media guidelines, means allocation tools, measurement and reporting frameworks,
- Commercial and governance responsibilities: contract negotiations, remuneration structure, client relationship.

● International Account Director – Paris – 2018-2020

Zenith International – Part of Publicis Media

In charge of operations in the international team looking after COTY Luxury.

- Team management: task planning, team animation, ensuring the well being of everyone in the team. Tasks included network management, coordination, media plans gathering tool management, follow-up on local media strategies and deliveries.
- Project management: discuss and define scope of requests with clients, ensure timely delivery.
- Support to strategy and digital teams: coordinate year-round preparation work for global media guidelines issued to local agency network.



● Previously: Multiple account roles at Publicis Media International 2012-2018, Marketing assistant at Metabo 2011, Team Assistant at Portland Hotel (UK) 2010.

EDUCATION

● ESSEC Business School | Paris | 2015

Publicis executive program - Transform and re-invent our media agencies.

● IAE Business School | University of Poitiers | 2009-2012

Master's degree in Strategy and Marketing

