Fournaise's Jerome Fontaine Named UK’s 2018 CEO of the Year in Marketing Sector by CEO Monthly Magazine

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LONDON, 07 December 2018 – Jerome Fontaine, CEO & Marketing Performance Chief of The Fournaise Marketing Group – The Marketing Performance Booster® (“Fournaise”), has been named the UK’s 2018 CEO of the Year in the Marketing Sector by CEO Monthly Magazine.

UK-based CEO Monthly Magazine (www.ceo-review.com) is one of the leading CEO-focused publications – dedicated to showcasing, sharing and highlighting the hard work, innovations and leadership of CEOs across the global business landscape. It is circulated to over 60,000 leaders worldwide (across Europe, the Americas, the Middle East and Asia Pacific), from C-Suite Executives, to Directors, Managers and Business Owners.

Fournaise is one of the world’s leading Marketing Performance Measurement & Management (MPM) companies – specialised in Marketing Effectiveness Tracking & Boosting (METB). Using its proprietary technology solutions and models, Fournaise Tracked & Boosted the Effectiveness of over 2.5 million Marketing (Product, Pricing, Channel, Communication, Brand) Strategies, Campaigns & Ads over the last 14 Years, across 20 Countries, 13 Industries and 13 Languages, B2C & B2B, for Fortune 500 & Large organisations, SMEs and many of the world’s top advertising agencies. Fournaise tracks & measures what works, what does not, where, on which audience and very importantly it understands why. From there Fournaise advises Senior Management & Marketers on the strategic and/or tactical corrective actions they should take to push their Marketing to deliver better results, effectiveness & ROI: more sales, more market share, more conversions, more prospects, more customer demand.

“Within our CEO of the Year 2018 programme we have thoroughly analysed a vast array of CEOs across different business sectors, such as Finance, Media and Marketing, Transportation, Investment, Law and Legal, Software and Technology” says Laura Brookes, CEO Monthly’s Editor. “In the Marketing sector we have found in Fournaise’s Jerome Fontaine a high-performance CEO revolutionising the industry by bringing a 360-degree, end-to-end effectiveness discipline to it via its powerful “We Track. We Analyse. We Feed. We Advise” model, itself backed by a double combination of proprietary technology and expertise. With an impressive business track record and solid achievements Mr Fontaine is our choice for the UK’s 2018 CEO of the Year in the Marketing sector” she added.

“Being named the UK’s 2018 CEO of the Year in the Marketing Sector by CEO Monthly is a great honour for both myself and Fournaise. It is the fruit of two critical components: (A) the hard work of our fantastic, dedicated and highly knowledgeable Fournaise team, without whom nothing would happen, and (B) the no-nonsense and result-driven mentality of the Senior Executive and Marketer clients we work with around the world” said Jerome Fontaine, Fournaise’s CEO & Marketing Performance Chief.

“Marketing Effectiveness Tracking & Boosting (METB) is a complex game of optimisation that requires a certain type of mentality from Marketers. We are privileged to work with Senior Executive and Marketer clients who are hungry for business growth acceleration and incremental demand generation, who are ready to face the truth about their performance results (good or bad), who are open-minded and prepared to embrace the effectiveness-boosting recommendations we bring to them, who are not afraid of challenging themselves and of being challenged, and who are more interested in delivering results than playing politics or looking good. Without them Fournaise would not be where it is today, and we would like to take this opportunity to thank them for putting their trust in us” he added.

The CEO Monthly interview of Jerome Fontaine titled “A CEO Bringing Effectiveness to the Marketing Sector” is at:

https://www.ceo-review.com/2018-a-ceo-bringing-effectiveness-to-the-marketing-sector

Jerome Fontaine graduated from EDHEC Business School Masters programme in 1994. EDHEC is ranked in Europe’s Top 15 Business Schools, and is one of the World’s Top 3 Business Schools for Finance (Financial Times). Prior to founding Fournaise and growing it on a global scale, he led Consumer Product Marketing at Compaq Computer; ran Marketing Research & Development, eCommerce & Customer Relationship Management (CRM) at United Parcel Service (UPS), one of the global leaders in package delivery and supply chain management; and was Partner & Director of Marketing Services (covering insights, data, digital and CRM) at top advertising agency Euro RSCG (now Havas Worldwide, one of the world’s Top 10 advertising agencies) where he was also Brand Director for

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