

SCHERAY Bernard
Heymansstraat 61
1981 Hofstade
0468/12 11 80
° 5 June 1967 - Married, 2 children

www.amplifications.be
bernard.scheray@amplifications.be
<https://be.linkedin.com/in/bernardscheray>
https://twitter.com/Bernard_Scheray

CURRICULUM VITAE

EXPERIENCE

10/11/15 – present

Amplifications

Owner

Amplifications delivers management consultancy and services in the fields of marketing, media, communication strategy, media planning, media buying and research.

Client list: LijnCom, Mastercard, BNP Paribas Fortis, Kantar TNS, Havas Media, Zenith

Amplifications is active in the following fields:

Strategic support:

- Development and activation of marketing and media plans within the fast changing media & technology scene
- Development and assessment of new business & media & technology opportunities
- Communication and Media strategy

Media & Market intelligence:

- Advice on and implementation of research projects from set-up, field, data processing, analysis and recommendations with as particular focus innovation and integration in the digital world
- Media audience measurement and research
- Evaluation of ROI of marketing and communication investments in terms of sales, leads, brand health through modelling

Pitches:

- Lead & involvement in pitches: both communication, media and research
- Tactical support
- Media planning, activation, buying and evaluation,

(Interim) management

Audits of tools and processes, implementation of new tools

Media & communication trainings

01/07/14 – 30/04/15

GfK
Belgium

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. Within GfK the Audience Measurement & Insights department delivers robust and independent metrics and tools across TV, radio, print, online, out-of – home and digital media.

Head of Audience Measurement & Insights

- Leading the pitch process for the new CIM TV, print and TGM contracts
- Managing and developing the Audience Measurement & Insights department which is specialized in media surveys as the CIM TV survey and the CIM radio survey.
- Responsible for revenue generation/maintenance, overall client satisfaction, relationship management and delivery of insight and consulting.
- P&L responsibility for Audience Measurement & Insights in the country.

01/04/14 – 30/06/14

ZenithOptimedia
Belgium

ZenithOptimedia is a media agency which is part of the global ZenithOptimedia network with 195 offices in 70 countries and which in itself is part of the Publicis Group. ZenithOptimedia positioning is that of 'the ROI Agency'.

Client Service Director (ad interim through Amplifications)

- Responsible for media planning and strategy for Nestlé, Disney Land Paris and other clients.

23/05/11 - 31/01/14

AB INBEV
Benelux and France

Anheuser-Busch InBev is the leading global brewer, one of the world's top-5 consumer FMCG companies. ABI manages a portfolio of over 200 beer brands and holds the No. 1 or No. 2 market position in many of the world's top beer markets.

Consumer Connections Manager/Media Manager Benelux & France

In charge of the communication agenda of Jupiler, Leffe, Hoegaarden, Diekirch and Hertog Jan within Benelux & France to explore the most efficient ways to interact with consumers, through both traditional and new media channels.

- Initiate social media, search, buzz tracking, mobile websites and apps for the different beer brands.
- Achieve social media targets on different brands by acquiring new fans and by retaining them. Combination of strategic input and operational liability.
- Media agency pitch : lead the media pitch in Belgium and France after which the media conditions increased drastically.
- Develop media strategy embedded within the overall marketing strategy of the different brands.
- Creative media usage : use media in a more creative way e.g.
- combining cinema and smartphone or social and couponing.
- Media savings : continuously achieve media savings and added value for the whole brand portfolio of Benelux and France.
- CRM, with a focus on digital CRM. Build an infrastructure to capture people's interests and increase the reach of newsletters.
- Raise 'Digital Capacity' : train various departments and management within AB Inbev.

01/10/01 – 22/05/11

MINDSHARE

Belgium

Mindshare is a media agency offering their clients an integrated solution across core services such as strategic media planning, negotiation and execution and their specialist services including econometric modelling, research and insights, digital solutions, sports and entertainment sponsorship consultancy, content creation and brand-driven creative campaigns.

Research & Marketing Director/Business planning Director

Experience on different kinds of clients like Unilever, Kraft, Gamma, C&A, Delta Lloyd and Luminus.

- Lead the research and marketing department
- Advise advertisers and media planners on optimization of media and communication investments based on:
 - ✓ Reach of campaigns (in terms of effectiveness and efficiency)
 - ✓ Pre-testing of campaigns
 - ✓ ROI of campaigns (in terms of sales or impact)
 - ✓ Channel planning (on-line and off-line, above and below, digital and non digital)
 - ✓ The brand (strength / weaknesses of the brand with a link to consumer type and media behavior) ☐ Develop and sell revenue generating research projects.
- Advise internal clients on media buying and planning issues, perform strategic and tactical analyses and provide recommendations on the communication strategy and implementation for their customers.
- Development and integration into work process of new concepts, ideas and information tools for planners and buyers.
- Screen and select new tools and negotiate their contracts.

- Follow-up/analyze the media through newsletters, media guides or in presentations to the market, customers and internal departments.
- Give presentations at various conferences such as GRP, Inma, IAB.

01/03/01 – 28/08/01

ONCLINX-VIERIN

Belgium

Onclinx-Vierin is a communication agency specialized in below the line communication activities. Onclinx-Vierien has ceased its activities.

Strategic Planner

- Responsible for the strategy of advertising campaigns from converting the briefing into a campaign strategy to amending the final executive creations.

16/08/00 – 28/02/01

FORUM MARKETING RESEARCH

The Netherlands

Forum marketing research is a research company specialized in B2B research in The Netherlands.

Business Unit Manager, International Business-to-Business

- Responsible for financial revenues and costs, sales of surveys and coaching of the people within the unit.

04/01/98 – 19/06/00

TELE ATLAS

Worldwide (with focus on Germany and Japan)

Tele Atlas, now part of TomTom, is specialized in the production of digital maps used in GPS systems or for geographic information systems.

International Market Research Manager

- Initiate international market research within the company.
- Develop a reference marketing frame within the car navigation market, both for consumers and for the distribution: segmentation of products (navigation, travel guides and special guides), price and communication (testing campaigns, brochures, flyers, packaging).
- Develop a new corporate identity.
- Execute business-to-business research into the needs of (potential) customers on digital maps from Tele Atlas: degree of road coverage within different countries, importance of different types of traffic attributes, points of interest (hotels, restaurants, ...) etc.
- Determinate the market potential of digital maps in various countries (mobile phones, internet, car navigation, ...).
- Elaborate information systems (market research newsletter, market research key facts, various databases, ...).

16/02/97 – 03/01/98

VLAAMSE TELEVISIE MAATSCHAPPIJ

Belgium

VTM is the first private television station in the north of Belgium which started broadcasting on 1/2/1989. VTM is now part of Mediaaan

Research Manager Advertising

- Build sales argumentation towards customers based on TV viewing figures.
- Give presentations and advice based on multimedia impact surveys towards creative agencies, media agencies and advertisers.
- Optimize the bi-weekly multimedia impact survey in terms of processing and analysis.

01/10/93 – 15/02/97

DE VLIJT - GAZET VAN ANTWERPEN

Belgium

De Vlijt, which is now part of Mediahuis, is the publisher of “Gazet van Antwerpen” which is a newspaper and some free sheets. It is also stakeholder of some regional television channels.

Research Manager

- Involved in the design of the strategic plan for the newspaper, in the design of the annual plans of the advertising department, and the selection of a new advertising agency.
- Ensure various market research and marketing recommendations:
 - a. Gazet van Antwerpen :*
 - ✓ Editorial: positioning, content and layout of the newspaper
 - ✓ Development of sales argumentation based on existing surveys (CIM, executive survey, internal studies, ...) for recruitment advertising, classifieds and national advertising
 - ✓ Startup / optimization of systems to measure advertising spendings (within recruitment advertising, national and regional advertising)
 - b. Regional TV :* coverage and satisfaction surveys of viewers of ATV and RTV
 - c. Free sheets :* Antwerpse Post and Teletip
 - ✓ Both qualitative analysis (in-depth interviews, group discussions, diaries, etc.) and quantitative research (CIM, Semiometrie, proximity, segmentation, ...).
 - ✓ Both experience in conducting market research projects together with research agencies and performing own research projects.
 - ✓ Startup research department within De Vlijt.

30/10/92 – 30/04/93

SOBEMAP (TNS MEDIA)

Belgium

Sobemap marketing, now part of Kantar TNS, is a research company specialized in media research.

Assistant Projectleader

- Monitoring and processing results of the radio panel (diaries) RMB/VAR.
- Compilation of questionnaires.
- Provide training on new media planning system to media sales houses and media agencies.

ADDITIONAL EXPERTISE

- Chairman of the Radio Technical committee of CIM from September 2007 till May 2011. CIM is a company, funded by the major players in the media industry which aims at providing the media and advertising market with accurate and reliable information on the different media usages by consumers. As a chairman of the Technical Commission Radio I acquired considerable "political" experience to make sure that all parties (media, advertisers and media agencies) agree on the methodology and results of the CIM radio survey. This is very important and sensitive as this survey serves as a "currency" to purchase radio campaigns.
- Technical Committees CIM:
- Member of the TC Radio from March 2005 till May 2011
- Member of TC TV from October 2008 till May 2011
- Member of TC Press from June 2006 to November 2008
- Member of the board of the ComPass since February 2013. ComPass is an association where media professionals meet and share knowledge about anything related to media research and media strategy. More info available on www.commpass.media
- Stanford University Business school (18-23 March 2012): Advanced consumer connections program on digital.
- A lot of experience in training, motivating and supervising people, both for beginners and for experienced colleagues.
- Very thorough knowledge of SPSS and media tools in use on the Belgian market.
- Daily usage of Microsoft packages: Word, Excel, PowerPoint, Outlook, ...

EDUCATION

1992 - 1993	<u>Master of quantitative analysis in the social sciences</u> An in-depth training in market research Post –University degree @ Katholieke Universiteit Brussel
1985 - 1990	<u>Master degree in Applied Economics, Business economics, with a specialization in marketing</u> University UFSIA Thesis: "Advertising in the retail"
1979 - 1985	<u>Secondary education</u> Scheppersinstituut Mechelen Scientific A

LANGUAGES

Dutch, English, French: very good in speaking and writing
German: working knowledge