


JEREMY BRYANT

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Vice President, International Director

OVERVIEW



Results-focused senior executive with strong financial and project management skills and 14 years of experience in media. Successfully innovated new KPI-driven marketing projects and logistics systems to ensure best B2C reach so demonstrating my drive for efficient top performance. Enthusiastic team player excelling in multicultural environments and an accomplished salesperson with proven ability to influence and persuade others.

AWARDS

DATA STRATEGY 2014, SHORTLISTED :

Offline Marketing; User Experience

SWEDISH PUBLISHING PRIZE 2013:

Best Print & Report

INMA AWARDS 2013:

Marketing Campaign with the Best Results

CREATIVE CIRCLE AWARDS 2013:

Client of the Year

THE COMMUNICATOR AWARDS 2013:

Promotional/Branding

AME AWARDS 2013:

Advertising & Marketing Effectiveness

INMA AWARDS 2012:

Best Digital Audience Usage & Engagement

SKILLS/VALUES

Enterprising/assertive
Marketing online/offline
Project management
Analytics & insights
Integrity/selling

EMPLOYMENT

VP, GLOBAL COMMERCIAL, MARKETING & LOGISTICS DIRECTOR

STOCKHOLM
2010 - PRESENT

METRO INTERNATIONAL

Metro is the largest international newspaper in the world published in over 150 major cities in 24 countries across Europe, North & South America and Asia. Metro has a unique global reach of over 18,4 million daily readers.

Responsible for managing and identifying new marketing and commercial opportunities on a global level and driving growth across Metro International's 24 country editions as well as leading all B2B & B2C activities. Led the central Marketing, Commercial and Logistics departments ensuring maximum local ROI via buzz, PR, revenue, implementation and local adaptation measurements.

In addition I led the operational company launches in Moscow, Sao Paolo, Paris, Lisbon, New York and many more since 2004. Responsible for leading a direct team of 20 and indirect of over 100 people across 24 countries.

HEAD OF GLOBAL OPERATIONS

PARIS 2007

METRO INTERNATIONAL

Responsible for the development and execution of a comprehensive B2C strategic plan driving optimal customer service and profitability globally. Led operational excellence and best practices across the network reducing cost by 5% per year.

COUNTRY OPERATIONS DIRECTOR

NEW YORK
2005

METRO USA

Managed operations for New York, Boston and Philadelphia. Developed new work tools and processes supporting a target growth of 16% while reducing operating costs by 20%. Assisted the increase of indirect global sales revenue by encouraging advertisers to engage in business opportunities via our channels.

EDUCATION

BACHELOR'S DEGREE

1997 - 2000

UNIVERSITY OF BRIGHTON, UK

BA with Honors, International Business studies

BACCALAURÉAT

1994 - 1997

ECOLE ACTIVE BILINGUE, PARIS, FRANCE

BAC STT Action et communication administratives et commerciales

INTERESTS

Muay Thai, kitesurfing, photography, meeting new people