

Benjamin ANSART

Zürich, Switzerland
+44 (0)75 7876 9797

Nationality: French
Email: benjamin.ansart@protonmail.com

PROFESSIONAL EXPERIENCE

January 2018 - Present

Founder and Director at *Bobby Becks Consulting GmbH* (Zurich, CH)

- Founded a consulting company specialised in key accounts relationship.
- Developed and implemented strategies to increase key accounts portfolio, loyalty, retention and revenue for clients.
- Successfully led projects that resulted in significant growth for various clients.

January 2021 – December 2021 (1 year)

VIP Regional Manager at *Entain Group* (Zurich, CH)

- Supervised VIP segments across 5 markets (Romania, Bulgaria, Hungary, Denmark and Canada) to reach team financial and individual targets and provide excellent customer service.
- Managed team's daily performance, including hospitality events, queries, and customer interactions.
- Worked with each team lead/member to ensure that bonuses, gifts and hospitality invitations are effectively offered to drive growth of the High Value business.
- Tracked budgets and forecasts, provided weekly and monthly growth reporting.

September 2016 – December 2020 (4 years and 4 months)

Head of Account Management Sports at *bwin* (London, UK; Zurich, CH)

- Developed and implemented the VIP strategy to acquire, retain and reactivate key Sports customers across French and Belgian markets.
- Managed outbound contacts with VIP customers via a team of VIP Associates.
- Managed sports events budget and hospitality calendar across key football and tennis tournaments.
- Coordinated with travel agencies, sports partners and brand ambassadors to organize best in class experiences at international events (Champions League, Roland Garros, UFC, music concerts, etc.).
- Hosted hospitality events and built valuable long-term relationships with VIP customers by providing personalized service and support.
- Managed day to day relationships, supported escalations and requests, and coordinated with internal stakeholders (Customer Service, Trading, Legal and Product teams).
- Liaised with regional marketing teams for cross-marketing opportunities and promotions (email, onsite and social media).
- Identified and implemented new processes and product improvements to reinforce the company's positioning amongst competition.

July 2012 – August 2016 (4 years and 2 months)

Senior VIP Account Manager at Unibet Ltd (London, UK)

- Established the strategy to retain and reward high value customers for French speaking markets (France, Belgium and International), including online bonuses, gifts and hospitality invitations.
- Defined customers segments and identified cross-selling and upselling opportunities for acquiring potential new VIP customers.
- Implemented targeted online campaigns to maximize activity KPIs, margin and life-time value.
- Managed a yearly budget of £200K, including online and offline initiatives.
- Organized, hosted hospitality events and developed strong long-term relationships with customers.
- Monitored individual customer performance and reported on market performance on a weekly basis.
- Handled customers' day to day queries coordinating with the CS, Trading and Product teams.

November 2009 - April 2012 (2 years and 5 months)

VIP Account Manager at Betclik Everest Group (London, UK)

- Developed and executed a communication plan to maximize activity, revenue and lifetime value for:
 - Potential VIP segment, to increase conversion to upper VIP segment
 - New VIP segment, to welcome and introduce them to Betclik Everest VIP program
 - VIP segment, to assess and optimize satisfaction and needs.
- Established personalized and trustful relationships with a portfolio of French VIP customers by hosting sporting events, including football, tennis and rugby.
- Managed and reported on initiatives and corresponding budget.

December 2007 - September 2008 (10 months)

Sports Marketing Executive at Betclik Everest Group (London, UK)

- Contributed to the planning, execution and analysis of Sports operations.
- Conducted industry and competitive analysis and provided product proposals to the product team.

EDUCATION

2005-2009

Bachelor of Business Administration with Honours - Double Degree

Montpellier Business School, France

La Trobe University, Sydney, Australia

June 2004

French Economic and Social Baccalaureate, Joffre High School

Montpellier, France

LANGUAGES AND COMPUTER SKILLS

French	Mother tongue
English	Fluent
Spanish	Intermediate
Computer	Word, Excel, PowerPoint, Outlook and Teams