

## **Younes BENJELLOUN**

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Younes has 13 years track record in both marketing and sales within multinational corporations such as The Kellogg Company and SONY PlayStation. He has also a valuable Intrapreneurship experience in business development at an SME specialized in in-store media, Médiaperformances.

After a master degree at the ISC Business School in Paris with specialization in Marketing Retail Management he started his career as a Sales Manager developing a € 9 million turnover with food retailers. More than one year later he was promoted to manage the sales promotions with the mission of optimizing and developing 30% revenue weight of the whole Kellogg Company in France.

He then joined SONY PlayStation as a Trade Marketing Manager where he got the exciting experience of managing the trade marketing launch campaigns of two major platforms in the video games industry, the PlayStation3 and the PSP (Hardware and Software). By implementing the best video game console launch -the PlayStation3- ever made by SONY France, and the best territory performance among SONY's European subsidiaries, Younes was promoted as a Key Account Manager taking in charge the development a € 100 Million Business with a portfolio of retailers such Amazon and Carrefour.

Younes is also passionate about teaching and helping others develop new skills. That is why he is a visiting professor at many French and Moroccan Business Schools, animating courses and seminars for undergraduate students in Trade Marketing, Negotiation, Sales and Entrepreneurship. He is also Mentoring students for their professional projects and internships.

In 2012 Younes joined the MBA program of the Ecole des Ponts ParisTech for an outstanding business learning experience through an international academic and professional study trips from China to US, and interactions within a multicultural cohort with +20 nationalities.

During his MBA studies Younes enjoyed the relevance of MBTN learning in both positions, as a Marketing professor at the ISEG Paris Business School and as an MBA student. He also realized that all his MBA classmates were unanimously pleased by MBTN. That is why he decided to join the MBTN Team by founding its French version **Manger Par Les Chiffres.com**, and contributing to its development.