

# Steve Becker

CMO of TABANK



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## CONTACT INFORMATION

**Email:** [stevebecker@tabank.org](mailto:stevebecker@tabank.org)

**Nationality:** British



## OBJECTIVE

Result-oriented with deep knowledge about Asia and a demonstrated history of successfully working in international affairs with a focus on outcomes. Strong analytical, professional and inter-personal skills in foreign affairs, trade, negotiations, marketing master as well as cross-cultural work.

## EXPERIENCE

### San Francisco

*May 2013 - February 2017*

#### Sales Associate

Louis Vuitton

-Organize and host VIP events and am responsible for handling 'exclusive' clients -Handled stock intakes and helped to redesign the shop's layout -Give one-to-one mentoring to a team of 8 shop assistants

*June 2011 - July 2013*

#### Regional Director

Digital Strategy & Innovation, MENA

- > Regional Digital Strategy & Transformation Lead
- > Digital Business development, including social, mobile applications and ecommerce.
- > Identification & management of production via on & offshore suppliers

*September 2013 - April 2015*

#### Senior Director, Digital Strategy, Marketing & CRM

McDonald's Corporation

Development of Europe-wide digital teams (recruitment of 70+ people in 35 markets).  
Management of Europe-wide projects including HappyStudio, UEFA sponsorship and media partnerships.

Agency coordination.

eCommerce deployment.

*July 2015 - October 2019*

#### CMO

L' Oreal - UK & Ireland

## EDUCATION

#### Bachelor

University of Colorado Boulder

Digital Marketing Management

## LANGUAGES

English

Hindi

Advanced

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## SKILLS

Digital Strategy

Intergrated Marketing

Marketing Strategy

Online Advertising