



Geoffrey Bruyère

● AVAILABLE

🌐 Paris · World · FR / EN

CEO · CMO · Brand, Growth & AI Transformation

Running a B2C brand means holding two contradictory demands at once: creating desire and delivering performance. I spent 16 years doing both, from zero to €10M at BonneGueule, then inside the Executive Committee of a European e-tourism leader.

This is what I want to build again, with AI as the lever.

02 · SKILLS

Leadership & Management

- Business leadership
- Digital transformation
- Growth strategy
- Leadership (-> 60 p.)
- Fundraising
- Experiential retail
- E-commerce
- Branding
- International

AI - Strategy & Execution

- Key function augmentation
- AI agent orchestration
- Asset generation
- Full-stack prototyping
- AI stack audit
- Automations (workers)
- SEO for LLMs (GEO)

03 · PERSONAL INTERESTS

* Aesthetics & materials

Architecture, graphic arts, menswear, well-crafted objects.

⚔ Mountains

Multi-day hiking (bivouac, winter), alpinism, climbing.

= Human sciences

Zen Sōtō meditation, psychology, spirituality.

04 · EDUCATION

ESCP / Institut Français de la Mode

Fashion Accelerator · IFM Labels · Paris · 2017

Bosphore University

MBA Program · Istanbul · 2010

Mines-Télécom Business School

MSc in Management · Paris · 2006

CPGE Lycée Albert Schweitzer

Preparatory classes (Maths) · Mulhouse · 2004

01 · EXPERIENCE

Core Summit

CO-FOUNDER

SIDE PROJECT

2026-PRESENT

Executive coaching retreat in the mountains for founders and CEOs (launching July 2026).

Built entirely AI-first: website, sales funnel, candidate pipeline, developed with Claude Code and AI agents.

Voyage Privé

CMO

COMEX

2024-2025 · 2 YRS

Global marketing strategy for a leading premium online travel platform (revenue >€1Bn, CAGR >+10%):

online / offline acquisition including TV / organic, CRM, branding, retail media across 9 markets.

>€1Bn

REVENUE

+10%

CAGR

>10M€

BUDGET

9

MARKETS

PERFORMANCE

Managed overall marketing performance (budget >€10M, reporting to CEO).

DIRECTION & GOVERNANCE (EXCO)

Marketing strategy alignment with group objectives, cross-functional decisions (tech, product, commercial).

ORGANISATION & PROJECTS

Reorganised a 35-expert team, created the branding function and fully overhauled the brand platform.

AI TRANSFORMATION

Deployed AI automations across CRM, SEO and paid acquisition. Reduced SEO production costs by >50%, renegotiated >25% of all SaaS contracts.

BonneGueule

CEO

CO-FOUNDER

2010-2022 · 12 YRS

Built a pioneering model combining a digital menswear brand with a community-driven media.

Organic, profitable growth from 0 to €10M (+50% CAGR, 6.8% EBITDA).

10M€

REVENUE

6.8%

EBITDA

10

STORES

60

STAFF

95

NPS

BUSINESS MODEL

Pioneered the "new luxury" and DTC brand model : media as organic acquisition engine, stores as brand extension.

4.5M unique visitors/year, 150k YouTube subscribers.

OMNICHANNEL DISTRIBUTION

Opened 10 experiential stores (site selection, financing, fit-out management).

BRAND & GROWTH

Desirability built on authentic storytelling and drop launches.

Zero discounts in 12 years. NPS 95. 63% repeat business.

LEADERSHIP

Grew from 1 to 60 people (Top 100 Great Place to Work France).

Key hires (COO, CFO, Creative Director), €7.7M raised (seed + Series A), board and Executive Committee built from scratch.

Wavestone - Headmind Partners

CONSULTANT

PERMANENT

2009-2011 · 2 YRS

Early career in consulting: business development, then strategy consulting.

CONTACT

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WHAT I'M LOOKING FOR

Build a brand that is both desirable and profitable, with digital and AI as the driver.

CEO (20-50p) or CMO (20-100p).

Scaling phase · Real ambitions.

📌 Marque 📌 Digital-first 📌 B2C 📌 AI transformation 📌 Creativity