

William Gaultier

CEO at e-storm international

San Francisco, Kuala Lumpur, Paris, Barcelona, CA,
US

C-Level International Interactive Marketer

Biography

William Gaultier has been doing marketing since 1990 in US, Europe and Asia

William has spoken in front of at least 5 boards of directors from \$300M to \$95B

William has strong retail experience:

- o Sam's Club
- o Decathlon - Europe
- o Auchan - Europe
- o Design within Reach - US
- o Ebates.com – 8M member site
- o Wells Fargo – US and now Asia
- o Seagate - Worldwide
- o Shogakukan - Japan

William has strong luxury & apparel experience:

- o Leading Hotels of the World – 190 Hotels Worldwide
- o Relais et Chateaux
- o Victoria's Secret
- o Moet in Asia
- o Puig – Oscar de la Renta, etc.
- o Marc Jacobs
- o Karen Neuburger
- o Arthur Beren Shoes – Ferragamo,
- o GHM Hotels – 5 Star Hotels in 10 countries
- o Design within Reach

For the last 13 years, William has built, developed and monetized 100 brands (including Microsoft, Bank of America, HP in Asia, Lagardere) worldwide:

- o helped 10 companies rebrand themselves
- o conducted messaging workshops for senior execs
- o Developed marketing plans for senior execs, marketing staff
- o have the expertise in interactive marketing strategies, tactics
- o Paid search, SEO, display, mobile, social media – integration of all of them with offline

For the last three years William has been trailblazing with multichannel attribution

With the three leaders in multichannel attribution (Offline and online): VisualIQ, ClearSaleing and Atlas.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Corporate Training, International Trade and Development, Advertising/Marketing

Areas of Expertise

Board Level Consulting, Offline Online Integration, Interactive Marketing Budgeting, Cmo Advisor, International Interactive Marketing

Affiliations

Word of Mouth Marketing Association
Social Media Club
SEMPO member

Sample Talks

How to build a brand online

I have helped more than 100 brands build their presence, their brand and their success online

I have consulted with the CEOs of Gucci, Balenciaga, Decathlon, Auchan, Sergio Rossi and many more to help them capitalize on online & integrate them to their offline operations.

My organization and I have trained more than 180 director of marketing/e-commerce in Paris, London, Milan, Tokyo, Singapore, New York, Boston on the online consumer journey - and how to build a brand online

Event Appearances

Web 2.0

Solar Power

DMA

DMA

L'Association des Professionnels de l'Internet

Association Familiale Mulliez

InternetWorld

Yahoo! Annual Conference

Education

University of Illinois at Chicago
Bachelor of Science Marketing

American University of Paris
AA Marketing

Accomplishments

Flown 750,000 Miles for fun!

I live to travel

I love to meet new people

I love to understand people of different ethnicities, languages, culture

For that reason, I have built businesses that allow me to travel for fun, and for work

Is that an achievement or accomplishment - yes, I can actually relate to the audiences I speak in front of

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