



Danielle KARKOUR

Antoun Edde street, Beirut - Lebanon • +961 3 438 035

daniellekarkour@gmail.com

<https://www.linkedin.com/in/daniellekarkour/>

Work Experience

September 2017

- **September 2018**

Groupe M6 - (Paris, France)

Senior Business Development Manager : member of the executive committee of M6 Interactions

- Conceiving and establishing new businesses to achieve the company's global growth : from the concept defining until the operational execution
- Proactively and continuously exploring internal expansion opportunities and possible acquisitions
- Analyzing business plans, market studies and new markets' penetrations
- Working closely with the mergers and acquisitions team to build and negotiate financial structures
- Recruiting key personnel to manage the new subsidiaries
- Coordinating with legal, finance, media and talent management teams to frame all projects thru the whole process
- Building and maintaining an internal and external network of C level executives

September 2011

- **July 2017**

Ubisoft - (Paris, France)

WW Licensing Manager, Business Development : in the international Licensing department

- Establishment and negotiation of the business and legal conditions of the licensing agreements for all Ubisoft studios
- Profitability analyses and business models definitions per type of license, which includes : all kind of IPs to be integrated in video games, external talents and brand endorsers
- Definition and monitoring of the Licenses' acquisitions budgets
- Creation and management of a network of right owners on a worldwide scale: licensing agencies, production companies, content aggregators, cars / airplanes manufacturers, food brands, talents' agents...
- Driving force and support service for the production teams in terms of licenses identification and evaluation
- Coordination between the right owners and the internal teams, in particular: the legal, production, marketing and accounting departments

August 2007

- **August 2011**

VIVENDI Mobile Entertainment - (Paris, France)

Licensing Manager : in the international Licensing department

- Participation in the creation and development of the global commercial strategy: Market studies, competitive analysis, consumer studies
- Budget monitoring, performance analysis and optimization of the global acquisition cost
- Participation in the establishment of the editorial strategy according to the target, market trends, cost price, legal restrictions and technical constraints
- Exploration of licensing opportunities for international digital distribution
- Negotiation of the licensing agreements and acquisition of audiovisual programs for two countries
- Implementation and animation of the acquired content: technical approvals, broadcasting programs, promotional campaigns, specific marketing operations...
- Coordination with both local editorial teams, legal service and business development department

2006
(6 months)

L'OREAL - (Paris, France)

Assistant Product Manager: in the international Marketing Development department, at the Professional Product Division

- Animation of four brands: market trends analysis, definition of the marketing operations, preparation of the agencies briefs and approval of the proposals
- Participation in the establishment of the Marketing strategy of a new brand: competitive, consumers and market studies
- Participation in the operational launch of the new brand: description of the product specifications, product testing, approval of the technical and legal documents and constraints, coordination with the local teams
- Elaboration of the (new) brand image: creation of the packaging, logo, graphic chart, motive means and selection of distributors
- Turnover tracking and sales analysis

Studies

2004 - 2007

ESCP Europe Business School - (Paris, France)

Master in Management, MIM program, marketing specialization

2001- 2004

Saint Joseph University, IUT - (Beirut, Lebanon)

Bachelor in Hotel Management

2000 - 2001

Notre Dame de Nazareth College- (Beirut, Lebanon)

French baccalaureate – Option: Philosophy and Mathematics

Languages

**French, English, Arabic
Spanish**

Trilingual
Academic

Office Automation

**Microsoft Office
Software**

Access, Excel, Power Point and Word
Apollo Application, Fidelio, Navision, Cognos, PeopleSoft

Hobbies

**Sports
Traveling
Others**

Horseback riding, Basketball, Ski
Europe, North America, Asia and Middle East
Movies, animal lover, gastronomy