



*EFFICIENCE Marketing*

## Mr Alain DE BRISSON

Working languages: Français or English

### ***Background information***

- Graduated of the Materials Institute of Lille (engineer school)
- Master 2 degree in materials sciences (Marseille 3 University)

#### Main background experiences:

- CEO of EFFICIENCE MARKETING (innovation adviser firm) and marketing consultant in the field of electrical equipments, energies including renewables, environment, building trade and automotive industry
- Project manager in S.T.T.E. dependent on DGA in charge to design and realize telecom and computing systems for the Air Army
- Various positions as marketing and commercial manager in the field of electronics and measurement equipments

### ***Successes in supporting SMEs on the international scene***

#### **Specialist in the quantitative and qualitative customer surveys at European level**

- Creativity and innovation : research and test of new products and services
- Development of the marketing strategy components (targeting, motivations and limitations surveys, characteristics, performances and design studies, products/services development, sales potentiality evaluation, pricing, communication, distribution strategies, etc...)
- Competitive analysis and positioning,
- Behaviour studies,
- Anticipation studies,
- Advice to launch of new product lines.

### ***Experience in the renewable energy sector***

**Marketing research about new needs of measure in photovoltaic structures. The main objectives are :**

- knowing the actual measurement equipment in photovoltaic (PV) installations,
- defining the level of interest for new functions,
- defining the functions and the features of new measurement equipment (sensors of current, voltage, temperature and others).

**Defining the marketing strategy of a wireless sub-metering network to measure home energy consumption, help people to reduce it and choice green energy**

**Marketing research about smart grids and micro grids**

### ***Experience in innovation management***

- Creativity and innovation : research and test of new products and services

- Competitive analysis and positioning,
- Anticipation studies,

### ***Additional expert skills***

Marketing professor at the Ecole Nationale Supérieure des Mines de Paris and AFG (the French Gaz Association)