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Date of Birth: 23rd of November
1974
French
Driving license



Pre Sales Manager

Expertise in pre-sales & operational marketing through an experience of seven years in the digital television industry (digital media, interactive TV, pay TV).

PROFESSIONAL SKILLS

- Pre Sales:
- Qualification of prospects for meeting with sales people.
 - Description of the business model of the company and its product offer.
 - Answering customers questions and expectations before accessing to a deeper process with sales.
 - Management of the relationship.
 - Answering calls of tenders
- Marketing:
- Definition of the marketing needs in terms of products.
 - Elaboration of spec sheets and products development.
 - Project management and technical team management.
 - Marketing and technical support of the sales department during promotion and pre-sales processes.
 - Promotional events organization and carrying out.
- Background:
- Digital television (DVB, MHP, OCAP, ATSC, IPTV): Interactivity and Conditional Access System.
 - Innovative technologies and new standards in digital media.
 - Signal digital processing for audiovisual and telecom.
 - Digital broadcast architecture.

PROFESSIONAL EXPERIENCES

2000-present: *NDS Technologies France / CANAL+ Technologies*
[Focus: Digital TV; Broadcast; Broadband; Mobile; Content Protection; Middleware; Innovative Services]

Pre sales:

- Product presentation during the pre-sales phase: introduction of the company and its range of products mainly focused on conditional access, content protection, digital right management, middleware and interactive applications.
- An average of 30 meetings per year, mostly in Asia Pacific and Europe with the majority of NDS France customers (Canal+, Premiere, Astro, BGCTV, Direct TV, Sogecable, Cyfra+, Media Over Seas, etc.) and with the potential customers.

Marketing & communication:

- Definition of communication strategy through the demo platforms by illustrating new business model and technical features through use cases involving:
 - advanced TV features: High Definition, VOD, Push VOD, Interactive Magazines, Navigation Tools - Electronic Program Guide- (video & audio mosaic, zap banner, pilote, TV grid and search engines) on broadcast, broadband and hybrid TV platforms, as well as mobile platforms (DVB-H).
 - program languages: Flash, Java, HTML, Pantalk
 - standards: DVB, MHP, OCAP, MHEG
- Trade shows organisation (logistics & partners management): IBC, CES, NAB, CSTB, Convergence India, NCTA, CCBN, CommunicAsia & Broadcast Asia, Anga Cable, Mip TV, etc.
- 12 events per year, representing 4 months of travel:
 - Infrastructure shipment
 - Demo pods staffing
 - Marketing messages (oral and written -signages)
- Training of marketing team for the products promotion (how to demonstrate with the right speech the all NDS products range).
- Management and development of marketing materials and Sales tools (brochures, data sheets, white papers, user guides, architecture schematics, promotional DVD).

Product management:

- Partners relationship management with:
 - Hardware providers (Thomson, Philips, Pace etc.)
 - Software houses developing interactive applications based on NDS middleware (such as Visiware, NPTV, GIST, Sofia Digital, TVC, etc.).
- Product management of the in-house innovative products (connectivity, mobility on digital TV):
 - Management and development of spec sheets, homogenic user interface on booth devices (set top boxes & portable media player) involving hardware provider such as RCA (Thomson).
 - Creating new business model with connected devices and the appropriate interactive application (2 patents).
- Demo platforms:
 - Specifications
 - Project management across research and development teams and product design team.
- Technology survey:
 - Studies on competitors and innovative products in digital TV business
 - Studies of the different user experiences and business model adopted

1999 - 2000: Military service in the french *Gendarmerie Nationale* head quarter. Development of a Data base and its managing commands (ACCESS and Visual Basic).

1998 - 1999: Audio file format study and realization for mono/polyphonic cellular phones in *ALCATEL* Business System. Development of an audio files conversion and compression software (4 patents) in C language.

1997 - 1998: Design and realization of an electronic board, development of its embedded software and of the PC supervising software in *CANAL+* technical department.

EDUCATION

Summer 2007: Training courses on:

- Knowledges of business (rules, attitudes, etc.)
- How to answer a call of tenders

1996-99: Engineer student of the "Institut de Sciences et Technologie (IST) de l'Université Paris VI" (graduate in 1999 with mention, signal digital processing option).

FOREIGN LANGUAGES

English: Fluent, usual language in the daily activities.
German: Spoken, recurrent private and business trips.
French: Native.

ACTIVITIES

Horse back riding (8 years of competition).
Tennis, swimming, nautic sports (sailing, scuba diving), rock climbing, skiing and archery.