

MANAGED A GLOBAL PROJECT TO RENEW SGS ONLINE PRESENCE

SITUATION

In light of the overwhelming number of SGS B2B marketing websites (270) and their challenging information & navigation structures, there was a need to renew the company's online presence to optimise its offering, maximise lead development & strengthen the brand.

TASKS

As the SGS.COM project manager, I was tasked to initiate and lead this project with the objective to fully redesign the structure, harmonize content and deliver a lead generation marketing tool responding to industry needs for 50 countries in 20 languages.

ACTIONS

- I performed an audit of the SGS Internet environment (websites, team & processes)
- I led an exercise to capture & analyse feedback from clients & operations with regards to the existing environment and business requirements
- I drafted the project specifications & RFP
- I led the bidding process to select a design / information structure agency
- I co-directed the selection of a new Content Management system
- I developed & run the project plan, resources and activities
- I coordinated an international project team
- I prepared & held formal presentations to the SGS Executive Management Board
- I collaborated on the development of a robust Web Analytics strategy
- I engaged with internal stakeholders on a regular basis
- I co-led the content migration strategy and exercise
- I designed the governance documentation

RESULTS

Delivery of flexible, client & user centric B2B website in 20 languages presenting a robust and intuitive lead capture process together with powerful analytics.

SKILLS	BEHAVIOUR
<ul style="list-style-type: none">• Research & analysis• Ability to translate business into functional requirements.• Active listening & good communication• Develop & implement a detailed project plan• Coordinate a multicultural team• Produce & deliver professional presentations• Communicate at all levels of the org.• Optimise processes	<ul style="list-style-type: none">• Autonomous• Organised• Analytical• Flexible• Doer• Diplomatic• Reliable• Unifier• Team spirit• Open