

Bureau Veritas



Andreas Bodmann, Global Director Marketing & Communications

As an accomplished senior executive, I specialise in devising and implementing tactical Communications , Marketing and brand initiatives that seamlessly translate corporate goals into profitable realities. My journey is marked by a proven track record in thriving within fast-paced environments, showcasing expertise in navigating and excelling in dynamic global markets.



**BUREAU
VERITAS**

Bureau Veritas is a world leader in Testing, Inspection and Certification. Our mission is at the heart of key challenges: quality, health and safety, environmental protection and social responsibility. Through our wide range of expertise, impartiality and independence, we foster confidence between companies, public authorities and clients.

Bureau Veritas is a Business to Business to Society company, contributing to transform the world we live in. Driven by society, we are working ever more closely with our clients, addressing today's crucial challenges and answering society's aspirations.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Enhance brand value

Integrate AI in MARCOM suite

Grow leads pipeline

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

AWS, PARDOT, Salesforce, Microsoft, Hootsuite

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

16

WHO DO YOU REPORT TO?

Matthieu de Tugny

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

Up to €20 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Optimising customer journey, readressing personalisation and the role of AI in web opitimization. Focus on redefining brand identity

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Marketing / Communications workflow

ROI measurements

Digital

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

12 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

€5-10 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C