



Gabrielle Francey

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EXPERIENCE

Freelance & Advisory Projects (key roles)

- **IFM Lecturer:** Teaching “New Challenges and Opportunities in the Fashion Industry” to Bachelor, MSc, and MBA classes (over 60 students, 5+ lectures). Feb. 2025 - Present
- **Image Strategist & Curator:** Leading European expansion of an Australian eyewear brand (50+ POS, 5 countries) while launching a Saint Martins alumna’s label; creating and curating their image to fit the European market.
- **Event Manager - Music Festivals :** Production coordinator and Artists’ welcoming pole. Managed 300+ volunteers and staffing throughout events alongside a 70+ artist line-up.
- **Talent Management:** Talent manager in a French boutique agency. Working alongside 12+ talents with leading fashion and luxury brands towards achieving strong images and collaborations.
- **Go-to-Market Specialist - Fashion & Accessories :** Leading European expansion of an Australian eyewear brand (50+ POS, 5 countries) while launching a Saint Martins alumna’s label; driving brand localization, B2B & D2C strategies, and double-digit sales growth.
- **Digital Marketing Specialist and Trainer - Goods & Services :** Audited and optimized digital performance for leading French brands (200+ campaigns across retail, services, and hospitality); trained 10+ professionals in data-driven strategies, uncovering errors responsible for 15% profit loss.

Ako - Fashion-Tech B2B Start-Up Founder & CPO <https://ako-ai.com>

- Founder of an AI-powered inventory optimization platform, boosting retailers’ STR by 8%+, reducing overproduction by 12%, and cutting manual tasks by 80%. Incubated at Station F (HEC & Telecom) & IFM Paris (Printemps group grant) Nov. 2022 - Jan. 2025
- Advised 50+ CEOs of top European brands and spearheaded the launch of a product across 5+ brands, leading a 12-member team to drive adoption and execution.
- As CPO, led the design and development of an innovative market solution from MVP to V3, defining key features via customer surveys and managing 4+ developers to full launch.
- Keynote speaker at IFM Fashion Reboot 2023 and Première Vision 2024 alongside Yann Rivoallan (500+ attendees), showcased at VivaTech 2024 with Telecom Paris, and recognized as a Spring50 2024 awardee amongst 300+ start-ups

The Bradery - Growth & Acquisition Manager

- Driving customer acquisition by managing €1M+ annual multi-channel ad campaigns and developing growth hacks through events, partnerships, and online activations, boosting acquisition and traffic while exceeding targets with a 10%+ performance increase. Jun. 2021 - Jun. 2022
- Delivered 50+ creative ads briefings and launched visuals, boosting key metrics and optimizing audience targeting.

Zadig & Voltaire - Knitwear Products Summer Intern

Jun. 2019 - Aug. 2019

Sœur Paris - Showroom & Wholesale intern

Jun. 2018 - Jul. 2018

EDUCATION

HEC Paris & Ecole Polytechnique - MSc in Entrepreneurship & Innovation

- Ranked #4th by the Financial Time’s Europe’s Leading Start-Ups Hubs. Sep. 2022 - Jun. 2023
- Relevant courses: retail, management & business planning; assisted entrepreneurs with creation, scaling, and restructuring.

McGill University - Bachelor in Political Science, Economics & International Development

- Ranked #27th worldwide by the QS 2026 University Ranking. Sep. 2017 - Dec. 2020
- Relevant courses: macro-economy, micro-economy, European politics. Classes taught fully in English.

KEY SKILLS

- **Languages :** French (native), English (bilingual), Spanish (B2)
- **Business Qualification:** Planning, Competitive Analysis, Presentations. Performance auditing & problem solving. Events, projects, and teams management. Copywriting, proof-reading, public speaking
- **Brand Positioning:** Brand / Product development & launch strategy. Creative Director & brand positioning. E-commerce specialist.
- **Retail Specificities:** Cross-sector expertise. (Digital) Marketing ad management.