



# RENAUD FUCHS

MANAGING DIRECTOR

LONDON

## quick facts

- 18 years of experience in commercial operations (sales, marketing, product and services, strategy), performance improvement and due diligence across multiple sectors including TMT, healthcare and business services
- Has both operational (Ericsson and Technicolor) and advisory (A&M and Accenture) experience
- Graduated from ESSEC Business School in Paris



Renaud Fuchs is a Managing Director with Alvarez & Marsal in London. He has 18 years of experience in commercial operations (sales, marketing, product and services, strategy), performance improvement and due diligence across multiple sectors including TMT, healthcare and business services.

In the past 12 months, Renaud led multiple engagements (cost optimisation, operational due diligence, diagnostic and transformation), identifying performance improvement and revenue uplift opportunities across several industries including: international B2B safety equipment business, German insurance claim processing business, European holiday rental business, global business process outsourcing, business providing marketing and communication services, European healthcare businesses, U.S. and Europe B2B services.

Mr. Fuchs recently worked as the interim Director of Product Management for a telecom operator, reporting to the CEO. In that role, he led the team that created the company's first product roadmap, launched products that delivered 20 percent revenue increase and launched a major pruning program for legacy products.

Previously, Mr. Fuchs led the turnaround of a German medical business, stopping six months of revenue decline and putting the business back on the path to growth (+11 percent month over month growth).

Before joining A&M, Mr. Fuchs was Vice President of Business Development, Strategy and Transformation in the Broadcast Service division at Ericsson. The division was acquired in July 2012 from Technicolor, the €3.5 billion global media services company. In the same role at Technicolor, he refocused the division on growth and digital. He changed the business priorities from supporting traditional play out service to providing technologies and service to support VOD and catch-up TV services.

Previously, Mr. Fuchs held a number of roles on delivering growth at Technicolor, including Director of Strategic Marketing, Vice President Commercial Development. There, he drove the transformation of Technicolor from a product-centric group to a customer-focused company and identified the territories where the company had growth opportunities.

Previous experiences include: 10 years of strategy consulting with KPMG, Accenture and Greenwich Consulting in France and in the UK. As an advisor, Renaud worked for France Telecom/Orange, Vodafone, TF1, Hachette, Bouygues telecom, SFR and Channel 4.

Mr. Fuchs graduated from ESSEC Business School in Paris.