



Xavier Bouvet

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Married, one child

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WORK EXPERIENCE

AGENCE ROSEAUX (communications agency)

Founder (sept. 2019-)

- Agency for communications, PR, public opinion monitoring, focused on environmental and social issues.

INSPIRE METZ (attractiveness agency)

Managing Director (2017- 2019)

- In charge (2016-2017) of a merger between the city tourism office and the agency for economic development (budget of 4 millions euros - mainly on public subsidies), within a single attractiveness agency;
- Leading a team of 45 employees (tourism, economic development, convention bureau);
- in charge of designing, developing and implementing strategic plans to promote Metz in France and abroad.

CITY OF METZ / MAYORAL OFFICE

Adviser (2013-2017)

- strategic support to the Mayor in delivering the Mayor's priorities;
- Develop and manage a stakeholder engagement strategy, and provide specialist advice in its implementation;
- Liaise with policy teams to maintain effective and proactive relationships with key players across a range of associated bodies and organisations.

LINKFLUENCE (social media intelligence)

Director of studies (2012-2013)

- Social listening expert (identifying key topics and influencers, strategic analysis);
 - Management of the research and study team;
 - Support to sales and development.
- >> Clients (ex.) : France Télévisions, Ministry for Culture

W&CIE (communications agency, Havas group)

Senior Consultant (2009- 2012)

- Implementing and leading a business unit dedicated to Social Media Intelligence;
- Social media analyst / identifying key topics and influencers

EDUCATION

SCIENCESPo (Paris, 2006-09)

2007-2009 : Master's degree in Communication

- Public and political communication
- Crisis communication
- Finance and Law

2006-2007 : Master's degree in History

- Political and cultural History

UNIVERSITÄT LEIPZIG, 2005-06

- Political and cultural History

LYCÉE DU PARC (Lyon), 2002-05

- Higher School Preparatory Classes (humanities)

MILITARY SCHOOL, AUTUN 1995-02

LANGUAGE SKILLS

- French (native)
- English B2
- German B2

POLITICAL MANDATES

CITY OF METZ, METROPOLE OF METZ (JUL. 2020 -)

- City and Metropole councillor
- President of the Finance Committee
- Member of several boards

MUNICIPAL ELECTION OF METZ - (SEPT.2019-JUN. 2020)

- Running for Mayor (44,2%)