
CYRIL JAMELOT

Strategic Storyteller

**LONDON
SPEAKER
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Cyril Jamelot is an international speaker, professor and consultant in marketing, communication and storytelling. Former marketing executive at Coca-Cola and Danone Alpro, Cyril developed several successful innovations together with his teams: (Coke Light Lemon, Nalu, Alpro light, etc.) and built numerous business plans and communication campaigns.

Working with large retailers for 15 years, customer experience is at the heart of its activity. His international background also allows him to speak in several languages and to have a strong multicultural approach. Cyril Jamelot is now the manager of two companies: Morphoblue, a market research agency, as well as CECYDI, a marketing and communication agency. Its mission is to help companies grow and capture attention, convince and motivate by giving a purpose, through a creative strategy, an effective communication and an inspiring leadership.

Topics

- Influencer
- Motivation
- performance
- Storytelling

His experience as an executive in multinationals and as an entrepreneur gives him the opportunity to understand and anticipate the needs of companies, both in content and execution, and to nourish his interventions with humor and dynamism, with an experience that inspires and motivates. Cyril Jamelot is also the author of several books: I love Marketing (published in FR and ENG) | The Secrets of Strategic Storytelling | They were there. He is also a music composer: Pianist and guitarist for whom creativity and emotions are at the center of his personal and professional life.

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