



FREDERIC FILLOUX

52 years-old
married, 2 children
based in Paris

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Summary

- **General manager for a French media consortium**
- **Editor of the Monday Note**
- **Contributor to Le Monde Magazine**
- **Contributing professor at Sciences Po School of Journalism**

Employment History

Currently **E-Press Premium consortium**

General manager for the ePresse.fr consortium launched by eight French newspapers and magazines late 2010. Set up of the legal structure, negotiation with French publishers. Then, negotiation of key contracts with Orange, Google, Atos, Microsoft Bing, HP. Build-up of a digital newsstand scheduled for mid-2011.

2007-present **Monday Note: Editor**

The [Monday Note](#) is an English-speaking newsletter that covers the evolution of the business models of digital media. The MN is co-written with Jean-Louis Gassée, a Palo Alto-based entrepreneur and venture capitalist. The Monday Note has about 5000 direct subscribers and 5500 subscribers to its RSS feed.

Speaking

Multiple speaking engagements on the transformation of the media industries for: INMA (International Newspaper Marketing Association, (conference in Delhi 2009), XMedia Lab (Sydney 2010), MedienInstitut (Zurich 2010), World Editors Forum (Hyderabad 2010), and for various private entities (investors groups, consulting firms).

Consulting

Agence France-Presse : strategic report on how to transform the company (updating the product line, investing technology -- search, mostly -- to increase the commercial value of the news stream and archives). The report, handled in January 2010, was used by the expert group commissioned by the French government to initiate the reform process of AFP. It is available upon request

Writings

Contributor to Le Monde Magazine with three features stories in 2010:

- Microsoft Research: How MSFT created its own university with 900 PhDs, more than any computer science department, and what it does with it ([here](#)).
- The New Gutenberg; how Steve Jobs plans to leverage on the iPad ([here](#)).
- Mark Zuckerberg, the ultimate connector (to be published October 8)

Contributor to [Slate France](#) (2008-2010)

Teaching

Contributing professor at the Journalism School of Institut National de Sciences Politiques (Paris). Courses and workshops about online journalism: the professional approach of blogging on various themes (US election, financial crisis...).

2007-2010

Schibsted ASA International :

([Schibsted ASA](#) is a €1.6bn revenue Norwegian media company with a staff of 8500 deployed in 20 countries).

- *Business development* : within a five person team reporting to the EVP international:
 - o Editorial assessments of new projects (free newspapers, vertical websites on new markets, adaptation of concepts successfully deployed in Scandinavia).
 - o Due diligences for possible acquisitions or investment in various countries.
 - o Contributions to internal white papers for Schibsted executive committee and board of directors.
 - o Internal trainings sessions in various countries where Schibsted is operating.

- *Setup and launch of the business site E24.fr (Oct. 2008)*: Elaboration of the business plan, key recruitments, negotiation of key contracts with suppliers. (The site was acquired in 2009 by 20 minutes). Weekly column for E24 about media and technology.

2001 -2007

20 Minutes France : Executive Editor

20 Minutes is a free commuter daily that became the most read newspaper in France with 3 m readers in 30 cities and a profitable company. 20minutes.fr website ranks #5 in the news category. It is half owned by Schibsted ASA.

- Design and development of the editorial concept of 20 Minutes France.
- Contribution to the entire setup of the company, from business plan to the newsroom organization (80 journalists, including 20 in regional offices).
- Design and setup of the site www.20minutes.fr

2000 -2001

Web project Omerta.fr

- Design and development of a news site. Hit by the dotcom crash and facing bleak prospect, the project was abandoned as the site was in beta stage; the money was returned to investors, and the custom made CMS was implemented to various small sites.

1997-2000

Daily Liberation :

- Managing Editor (1999-2000). Day-to-day management of the newsroom. The rejection by the staff of a redesign of the paper and a reorganization plan led to my resignation.
- Manager Electronic Publishing. (1997-1999). Design and setup of Liberation.fr website.

- 1996-1997 Advertising group BDDP (now TBWA)**
- Manager Multimedia. Consulting for corporate clients and for various divisions of the group. Business development.
- 1986-1995 Daily *Libération***
- Editor, weekly digital section (1995)
 - New York Business Correspondent (1989-1995)
 - Business reporter covering international affairs (1986-1989)
- 1983-1986 Freelance correspondent for *Le Monde* in New Caledonia (South Pacific)**
- Coverage of the local civil unrest and investigation of the *Rainbow Warrior* case (bombing of Greenpeace ship in Auckland, New Zealand)
 - Editor of the regional monthly *30 Jours*.

Additional experiences

- 1996-1998 Editions Calmann-Lévy**
Associate editor to the "Cybermondes" collection. Supervision of three releases about the origins of the internet, the future of education and the digital revolution seen by the MIT.
- 1988 Publishing of the non-fiction book "*Le Jour le plus bas*" about the stock market crash of October 1987**
Calmann-Lévy publishing, 1988

Education

- 1980 School of Journalism, Bordeaux (1980)**
- Before** The French school system and the noncompliant kid didn't fit together. As a result, I ended up with a carpenter college certificate. Later I got myself in journalism school.

Skills and personal interests

- Languages:** English, French (interest in learning Spanish)
- Technical:** Knowledge of the Mac OS, and websites structures. Enjoys interactions with scientists,engineers and developers.
- Travel:** Good knowledge of the United States (many trips to Silicon Valley in addition to five years in NYC), Northern Europe (Norway, Sweden, Baltic States) and South Pacific region. Trips to Africa, India, China, Middle East.

Misc:

- Competences in graphic design for both print and electronic.
- Interest in photography, industrial design, contemporary art and modern architecture.
- Currently working on an e- books publishing expansion of mondaynote.com

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