JULIE BARDIN JIMENEZ
Field & Campaign Marketing Director

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Field Marketing Director with 15+ years in B2B SaaS across EMEA. Built regional marketing functions from scratch at Confluent, Solo.io and Shippeo, including €10M in marketing-sourced pipeline in year one at Shippeo. Specialist in account-based marketing, pipeline generation and sales alignment, with hands-on SDR coaching and partner marketing. Fluent in French, English and Spanish.

EXPERIENCES

Campaign Director, EMEA

Shippeo - Since October 2024

- Designing and launching Shippeo's 1:1 ABM program, defined as one of the company's top strategic priorities
- Partner closely with Sales on revenue objectives, orchestrating account-level plays to help win large, business-critical deals
- Own field marketing strategy and a 400k€ budget across Western EMEA, adapting go-to-market plans to markets with very different maturity levels.
- Coached 2 SDRs on outreach and follow-up, raising MQL-to-meeting conversion from 7% to 20%
- Drove the shift from lead-based to pipeline-based KPIs, including designing a Pipeline Generation Officer role that tied marketing to sourced pipeline.
- Generated €10M in marketing-sourced pipeline in year one by orchestrating account-level plays with Sales on large, business-critical deals.

Principal Field Marketing Manager, EMEA

Solo.io - September 2022 to September 2024 - Full-time - Paris - France

- Built the EMEA marketing function from zero as first regional marketer, generating €2M direct marketing pipeline in year one.
- Designed and executed ABM strategies to drive pipeline growth across EMEA.
- Lead routing and SLA follow-up with Sales
- Monitored and optimized campaign performance through analytics and reporting.
- Worked closely with SDR teams, providing coaching and leadership to improve outreach effectiveness.

ABM Regional Manager, Western Europe

New Relic - January 2022 to September 2022

- Designed and ran the account-based marketing strategy for France, Germany, Benelux and the Nordics, covering 10 target accounts aligned with regional sales quotas.
- Built annual and quarterly regional plans focused on new-logo acquisition and accelerating open opportunities, influencing €7M pipeline / 85 opportunities.

- Partnered with Sales leadership to identify enablement needs, then deployed account- and industry-specific plays across digital, events and social, giving reps ready-to-use campaigns.

Field Marketing Manager, Southern Europe

Confluent - January 2018 to January 2022 - Full-time - Paris - France

- Established the Southern Europe marketing function from the ground up, driving brand awareness and demand generation.
- Executed multi-channel marketing campaigns, including digital, events, and social media.
- Developed customer marketing initiatives to expand enterprise accounts.
- Managed 40 sponsorships and trade shows per year with a $5:1 pipeline-to-spend ratio.
- Worked with the Developer Experience team to maintain activity of the local community and evangelize the open-source technology.
- Partnered with SDR teams, acting as a mentor and team leader to improve engagement and lead conversion.
- Co-created the Streaming Events roadshow, which grew from 2 cities in Europe to a global program (45+ cities); 5000 attendees.

Field Marketing Manager, Southern Europe

Zendesk - March 2017 to December 2017 - Temporary Replacement - Paris

- Maternity Leave Coverage of 8 months
- Aligned field marketing initiatives with sales goals to support revenue growth.
- Developed executive-level thought leadership campaigns and hosted events.
- Managed third-party event sponsorships and customer engagement programs.

International Marketing Manager

WorkIT Software - March 2016 to March 2017 - Full-time - Boulogne-Billancourt - France

- Definition of the marketing plan, KPIs, corporate and regional marketing budget with senior management
- Organization of all marketing operations (events, newsletters, lead generation etc.)
  Operational Marketing for 3 products (W2P, Tracker, Feeds) with support of a team of 2 marketers
- ERP implementation and change management in collaboration with administration and projects departments

International Marketing Coordinator

eFront - December 2012 to October 2015 - Full-time - Paris - France

- Coordination with sales teams worldwide (4 business units: NORTH AMERICA, EUROPE, ASIA & ERM/CRM & 7 products FrontInvest, FrontGP, FrontGRC, FrontERM, Front360, Investment Café, AltExchange)
- Planning & Organization of all marketing campaigns (events, webinars, newsletters, lead generation etc.), with support from 2 team members
- Internal and External Event organization Worldwide – 30 events/year (External sponsorships, annual kick off for 50 people over 5 days, 2 annual client conferences (Paris 300 attendees / New York 200 attendees)

Earlier Experiences

Cantab Marketing Services / Novomed Group - April 2009 to December 2012 - Full-time - Paris - France

- Marketing Consultant : Ran international lead generation campaigns for IT, software and telecom vendors, the start of my B2B tech marketing career.
- Junior Product Manager / Area Sales Manager: Managed marketing for 4 healthcare brands and a network of 100 distributor accounts across Northern Europe, including budget, campaigns, ~20 events per year and sales team training.

LANGUAGES

Languages

- English ★★★★★
- Spanish ★★★★★
- French: mother tongue ★★★★★

INTERESTS

Associations / Other

- Felis'city – Association dedicated to the protection and identification of street cats
  Relationship management with the veterinarians partners – Administration – Evaluation of the candidates to adoption and follow up visits
- President of a syndic of co-owners
  Accounting, Relationship management with the property manager & service providers, Communication with co-owners, Supervision of contracting works
- Breastfeeding Coach - L'Or Blanc
  As a young mother, I chose to breastfeed and, despite encountering various challenges, it has been one of the most rewarding and empowering experiences of my life. Over three years into this journey, breastfeeding remains a deeply important and natural part of my parenting philosophy. Early on, I developed a strong desire to deepen my knowledge, exchange experiences with other mothers, and offer mutual support through the ups and downs of breastfeeding. Motivated by this passion, I trained and became a breastfeeding coach, dedicated to listening to, supporting, and empowering young mothers in their breastfeeding journeys, always providing guidance with empathy, understanding, and without judgment.

Music

- Piano : 14 years
- Singing: 10 years

Sports

- Fitness
- Running
- Horse Riding

EDUCATION

Breastfeeding Facilitator
FDA APASDEMOA
Since February 2026

Certifying training in supporting mothers and families through their breast-feeding journey, grounded in active listening, empathetic communication, and emotional support. I am focusing on deep listening and empathy, tailoring communication to individual needs, navigating sensitive conversations with care, and empowering others.

Professional Training
INSTITUT SUPÉRIEUR DU MARKETING
November 2016

Content Marketing Strategy Planning course

Professional Training
HEC
January 2014

Innovation & Marketing Strategy

Master II Marketing Communication & Sales Strategy
INSEEC BORDEAUX
2007 to September 2008

Bachelor European Business
UNIVERSITY OF LINCOLN - ROYAUME-UNI
September 2005 to April 2006

Diplomatura en Ciencias Empresariales
ETEA CORDOBA - ESPAGNE
September 2004 to February 2005

Bachelor INBA (International Network of Business Administration)
ESC TROYES
September 2003 to July 2007