Renaud Bondoux

Technology & Digital Business Leader

Senior technology & digital leader with deep experience delivering innovation-led transformation across online customers engagement, large-scale events and venue operations. Skilled at leading teams, partners and platforms to create high-impact experiences for the public and turn audience data into commercial growth.

Sydney – open to relocation
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Employment

Paris Saint-Germain

Snapshot: 48,000+ seat stadium | Global events | Multi-supplier ecosystem | High-presure live operations | Best seat value in Europe

Head of Stadium Revenues Projects, 2021 - Present

- Led and developed cross-functional teams of up to 30
- Owned the Stadium Revenues product stack: set vision and roadmap and led day-to-day operations
- Drove digital revenue growth across Ticketing, Hospitality and Global eCommerce (B2C and B2B)
- Championed fan-centric innovation initiatives, including the design and delivery of a Stadium App to modernise the match-day experience
- Designed and implemented scalable front-office and back-office platforms to support stadium revenue operations
- Acted as business owner for cross-unit synergies, aligning processes and priorities across stakeholders
- Governed IT and data integrations for the Stadium Revenues stack, ensuring reliable interfaces, data quality and compliance

Key Accomplishments:

- Drove 15% stadium revenue growth, delivering €180M in annual turnover
- Doubled the fan database to 5.5M and lifted active engagement by 14% to 7.7M users
- Established a Membership & Fan Engagement operating model, with clear ownership, platforms and growth roadmap
- Implemented an end-to-end Marketing Data, CRM and Acquisition capability, embedding measurement, performance and scalability
- Designed and scaled a Customer Service function, improving service coverage through defined processes, platforms and governance

Olympique de Marseille

Snapshot: Top20 European football club | High-volume ticketing & hospitality | Multi-channel fan engagement | Complex stakeholder environment

Head of Digital Factory, 2015 - 2020

- Led and developed a 10-person digital team, focusing on capability uplift, performance and career progression
- Owned and operated the club's end-to-end digital platform landscape
- Accountable for commercial digital domains, including Ticketing, Hospitality, Fan Experience, Merchandising and Sponsorship
- Led the team serving sporting, administrative and media functions through fit-for-purpose digital solutions

Leadership & Operating Style

- People-first leader focused on capability uplift and delegated ownership
- Strong collaborator aligning cross-functional stakeholders
- Calm under pressure; experienced leading teams through live operations and major events
- Change-oriented, with experience embedding new operating models

Skills, Innovation & Delivery Approach

- Business-led, CRO, data-driven decision making
- Senior stakeholder management across commercial, sporting and corporate functions
- Governance-led delivery in complex, multi-partner environments
- End-to-end platform ownership across B2C and B2B ecosystems
- Commercial tender and vendor selection experience

Advisory & Independant Work

- Digital consulting and advisory across digital strategy, ticketing and platform optimization
- Training and capability uplift for digital and commercial teams

Volunteer Engagement

- **Les Restos du Coeur**: Community food aid
- **Adie**: Professional coaching and mentoring
- **OM Fondation**: Youth and community development through sport
- **Kourtrajme**: Creative education and audiovisual training
- **SA Tennis Club**: Junior tennis coaching

Languages

- **French:** Native
- **English**: Fluent – profesionnal working proficiency
- **Spanish**: Basic

- Led digital acquisition and engagement channels (social, SEO, paid media, search) and CRM
- Oversaw customer service and fan care operations, aligning service delivery with digital platforms
- Established and managed a network of tier-1 business and technology partners in mission-critical event environments
- Championed organisation-wide HR transformation initiatives, embedding new ways of working in a respectful and inclusive manner

Achievements:

- Delivered 12.5% growth in ticketing and hospitality revenues, reaching €55M turnover
- Led season ticket operations across Ticketing, Hospitality and supporter groups (Ultras)

Hurricane Group – FISE World Series

Snapshot: International live sport events | Large public attendance | Sponsor activation | Technical and audiovisual deliver

Digital Manager, 2012 - 2015

- Owned and operated the end-to-end digital ecosystem across commercial (€2M), sporting, administrative and media platforms
- Led digital acquisition and engagement, spanning social, SEO, paid media, search and CRM
- Delivered sponsorship activation programs, aligning digital platforms with partner and commercial objectives
- Led deployment of technical and audiovisual solutions across global live events, coordinating multiple vendors and stakeholders.

Achievements:

- Successfully delivered 5 international FISE World Series events
- Increased attendance at FISE World Montpellier by 20%, reaching 600,000 attendees

Education

- **Masters - Multimedia Integration & Conception - U. Lyon 2 (2011)**
- Bachelors - Multimedia Project Management - U. Paris-Est (2009)
- Advanced Diploma - Communication Multimedia - U. Marseille (2008)