James Storr
Director of Performance Marketing

`15+ Years Global Acquisition Leader` `AI & Automation Transformation` `Multi-Region P&L Oversight`

40 years old
✉ storrj@gmail.com
📱 +33 (0)6 88 22 07 03

Experiences

Head of Digital Analysts, EMEA & APAC
Sojern - July 2022 to March 2024

- Oversaw the Digital Analytics function across EMEA & APAC, leading a 9-person team that optimized large-scale Display, SEA, Metasearch, and Social campaigns for Sojern travel clients.
- Shaped regional performance strategy by applying in-house machine learning and automation solutions, reducing manual operational effort by 60% and strengthening competitiveness.
- Introduced AI prompt engineering into campaign analysis, budget allocation and creative optimization processes, cutting execution time by 30% and accelerating performance gains.
- Built automated data pipelines (BigQuery, SQL) and dynamic dashboards (Tableau) to support campaign monitoring, prioritization and faster decision-making across client portfolios.
- Partnered with Product, Engineering and Data Science leadership to develop scalable processes and predictive models, contributing to innovation roadmaps and repeatable regional growth.

Director of Digital Acquisition Performance
Accor - January 2017 to June 2022 - Full-time - Paris - France

- Owned and directed the global digital acquisition performance strategy and €70M+ media budget, leading cross-functional execution across a 30-person Customer Acquisition organization and delivering a record €1.1B in online revenue.
- Built and led a 6-person Digital Analytics team, designing and deploying an end-to-end global acquisition performance framework that unified tracking, measurement, and reporting across channels, enabling data-driven optimization and strategic goal-setting at scale.
- Orchestrated the adoption and global rollout of self-funding acquisition models and Customer Lifetime Value optimization, establishing the foundation for sustained long-term growth.
- Led advanced analytics and Machine Learning initiatives, including Attribution, Marketing Mix Modeling, and Predictive Revenue, embedding a data-driven culture across the organization.
- Modernized tracking, data, and reporting in a complex, privacy-compliant environment (GDPR, ITP, ATT) by implementing automated pipelines and real-time dashboards (Tableau, MicroStrategy), boosting productivity and accelerating decision-making globally.

Head of Paid Search (SEA)
Accor - January 2014 to December 2016 - Full-time - Paris - France

- Led the global paid search strategy across all Accor websites, driving +350% Paid Search revenue growth and generating €670M+ in annual revenue on a €30M+ media budget.
- Built and scaled a high-performing team of 11 international Paid Search Managers, focusing on skill development, cross-cultural collaboration, and management best practices.
- Defined and executed worldwide paid search campaigns across all brands and business lines, ensuring strategic alignment, optimal budget allocation, and consistent performance.
- Spearheaded global optimization initiatives, including sophisticated audience strategies, bid management, automation, A/B testing, and managing beta programs with ad partners, boosting performance and conversion rates.
- Launched and scaled campaigns for new business initiatives and recently acquired brands, ensuring seamless integration, expanded market coverage, and measurable revenue growth.
- Renegotiated contracts with agencies and technology partners, optimizing spend and reallocating budget to high-performing campaigns.

Senior SEM Manager (SEA & SEO)
Accor - April 2009 to December 2013 - Full-time - Paris - France

- Led Accor's global paid search, paid social, and SEO channels, focusing on execution and delivery of measurable business results.
- Designed and implemented the worldwide SEM strategy, standardizing best practices and providing training to local e-commerce teams and agency partners.
- Executed daily operational management of global SEA and SEO activities with partner agencies, covering campaign setup and optimization, new product and feature launches, content marketing, business listings, and link-building initiatives.
- Piloted the company's first advanced bid management and A/B testing solutions, establishing foundational frameworks for automated bidding, and landing page CRO.
- Introduced the company's first paid social campaigns on Facebook and connected audiences across channels, earning the Kenshoo Audience Driven Marketing Award.
- Delivered actionable performance insights to senior management and regional teams, enabling data-driven decisions and continuous strategy improvement.

Education

MBA Digital Marketing
ILV
October 2008 to April 2009

BBA International Business
ESSEC
September 2003 to June 2008

Skills

Performance Marketing
- Strategic Planning
- Goal Setting and KPIs
- Marketing Mix Optimization
- Campaign Optimization
- Automation & Scalability
- Reporting & Forecasting

Acquisition Channels
- Search Engine Advertising
- Search Engine Optimization
- Display
- Metasearch
- Affiliate Marketing
- Paid Social

Tools
- Tableau Reporting
- Google Advertising Suite
- Google Analytics
- Easyence Attribution
- BigQuery & SQL
- Salesforce

Certifications & Awards

2024 - PMI AI Prompt Engineering for Managers

2021 - HEC Data for Managers

2018 - Easyence Attribution

2018 - Accor Boost Your Potential Award

2017 - Kenshoo Audience Driven Marketing Award

Languages

🇬🇧 English
Native

🇫🇷 French
Native