James Storr
Director of Digital Marketing



Senior digital marketing & growth leader with 15+ years of experience driving acquisition, e-commerce performance, and lifecycle growth across complex international environments. Proven track record scaling €1B+ in online revenue by optimizing full-funnel performance from awareness through to retention. Expert in leading international teams and aligning Product, Marketing, CRM, Data, and Technology to deliver profitable omnichannel growth. Known for modernizing marketing organizations through AI-powered automation and advanced analytics to maximize business impact.

Core strengths

Digital Marketing & E-Commerce Growth | Full-Funnel Acquisition & Performance | Marketing Analytics & Attribution | AI & Automation Enablement | Executive & Cross-Functional Leadership

Contact

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Paris
France

Experiences

Digital Marketing & Performance Advisor

Independent - Since April 2024 - Paris

Strategic advisor helping clients optimize full-funnel performance and revenue growth through data-driven strategies and AI-powered automation.

- Guided senior stakeholders on digital strategy and execution, identifying growth opportunities across the entire funnel to drive incremental revenue and profit.
- Scaled core digital marketing channels (Search, Social, Programmatic), leveraging smart bidding and advanced conversion signals to consistently maximize ROAS.
- Optimized paid media budget allocation via attribution and MMM to balance upper-funnel brand awareness with lower-funnel conversion.
- Supported clients in automating cross-channel reporting for real-time visibility, optimizing tracking, data quality, and holistic performance dashboards.
- Partnered with Product and CRM teams to optimize UX/CX and conversion paths, aligning audiences to drive repeaters, boost retention, and increase CLV.
- Transitioned marketing teams from standard workflow automation (Zapier, Notion) to partially autonomous, agent-based workflows (Claude Skills, MCP), reducing workloads by 50-60%.

Head of Digital Acquisition, EMEA & APAC

Sojern - July 2022 to March 2024 - Full-time - Paris

Regional lead for acquisition performance and optimization strategy across EMEA and APAC for travel, hospitality and retail clients.

- Scaled a 9-person digital acquisition and analytics team optimizing Display, SEA, Metasearch, and Paid Social campaigns for 5,000+ clients across 120+ markets.
- Led strategic account performance and optimization for leading brands including Marriott, Hilton, Hyatt, Air France, Singapore Airlines, Disneyland and McArthurGlen.
- Reduced operational effort by ~60% through deployment of ML-driven bidding and automation solutions, strengthening competitiveness and margin performance.
- Introduced AI-assisted workflows for budget allocation, creative performance, and portfolio prioritization, cutting execution cycles by ~30%.
- Built automated data pipelines and executive dashboards (BigQuery, SQL, Tableau) to accelerate regional and client-level decisions.
- Collaborated with Sales and Customer Success to assess campaign profitability and operational efficiency, informing pricing models and go-to-market adjustments to exit low-margin offerings.
- Led regional technical training for commercial teams to align sales commitments with campaign capabilities and performance expectations.
- Partnered with Product, Engineering, and Data Science leadership to shape roadmap priorities and regional innovation initiatives.

Global Director of Digital Acquisition Performance

Accor - January 2017 to June 2022 - Full-time - Paris - France

Executive owner of global digital acquisition strategy and performance across a multi-brand, multi-region enterprise organization, driving €1.1B+ in annual online revenue.

- Owned a €70M+ global media budget and led cross-functional acquisition execution across a 30+ person organization, covering paid and organic channels for 40+ brands in 100+ countries.
- Aligned Product, CRM, Brand, and regional leadership around a unified acquisition, retention, and monetization operating model.
- Delivered record €1.1B+ in annual online revenue through performance marketing channels, and lifecycle optimization.
- Established and led a 6-person digital analytics & performance team, standardizing global tracking, measurement, and reporting frameworks.
- Introduced customer lifetime value and self-funding acquisition models, shifting focus from short-term ROAS to long-term profitable growth.
- Led advanced analytics initiatives including attribution, marketing mix modeling, and predictive revenue forecasting.
- Modernized tracking and reporting infrastructure in GDPR, ITP, and ATT environments using automated data pipelines and real-time executive dashboards (Tableau, MicroStrategy).

Global Head of Paid Search (SEA)

Accor - January 2014 to December 2016 - Full-time - Paris - France

Owned global paid search strategy across all Accor brands and regions, driving +350% revenue growth to €670M+ annually on a €30M+ media budget.

- Built and led an international team of 11 Paid Search managers at headquarters, focusing on skill development and regional support.
- Defined and executed worldwide Paid Search campaigns across brands and business lines, ensuring strategic alignment, optimal budget allocation, and performance.
- Implemented global automation, audience strategies, A/B testing, and enterprise bid management frameworks to boost conversion rates and operational efficiency.
- Spearheaded the integration of recently acquired brands and new business initiatives, ensuring seamless market coverage and driving revenue growth.
- Established beta programs and strategic partnerships with Google and enterprise technology vendors, maintaining a first-to-market advantage and shaping industry best practices.
- Developed global governance frameworks across 40+ markets, balancing standardization with local market flexibility and responsiveness.
- Negotiated agency and platform contracts, reallocating savings to high-performing channels and markets.

Senior SEM Manager (SEA & SEO)

Accor - April 2009 to December 2013 - Full-time - Paris - France

Designed and led execution of Accor's global SEM strategy across Paid Search and SEO, covering multiple brands and regions, with direct oversight of daily campaign operations through agency and regional e-commerce teams.

- Standardized best practices and governance frameworks, providing training and enablement to local teams and agencies to better optimize campaigns.
- Managed day-to-day SEA and SEO operations including campaign setup, bid and keyword strategy, feed management, technical SEO audits, and content optimization.
- Developed and implemented the worldwide SEO roadmap, covering business listings, link-building initiatives, and technical site health across a multi-brand portfolio.
- Piloted Accor's first advanced bid management, A/B testing, and early Paid Social campaigns, establishing the foundation for automation and CRO capabilities.
- Introduced the group's first cross-channel audience strategies on Facebook, earning the Kenshoo Audience Driven Marketing Award.
- Produced performance reports and strategic insights for senior management to support global budget planning and regional prioritization.

Early Career: Marketing Analyst & Consultant

BNP Paribas - July 2007 to April 2009 - Internship - Amsterdam & Paris

- Supported the design and coordination of digital marketing campaigns to promote mobile banking services across cross-functional teams.
- Managed commercial reporting and CRM portfolio analysis to identify profitability patterns and optimize annual budget forecasting.

Education

MBA Digital Marketing

ILV

October 2008 to April 2009

BBA International Business

ESSEC

September 2003 to June 2008

Skills

Growth & Performance Leadership

Growth Strategy & P&L Ownership · Budget Governance & Marketing Mix · Executive Reporting & Forecasting · Cross-Functional Leadership · Global Team Development

Acquisition Channels

PPC (SEA, Metasearch, Shopping) · SEO, Content & AI Search (AEO, GEO) · Programmatic Display, Retargeting & Paid Social · Affiliate Marketing & Partnerships

Technology Stack

Google Ads, DV360, Meta Ads · GA4, BigQuery & SQL · Google Search Console · Skai, Marin, Branch, Easyence · Tableau, MicroStrategy · Salesforce · Notion, Zapier, Airtable, Lovable

Data, AI & Automation

Attribution & MMM · Customer Lifetime Value · Predictive Analytics · AI Prompt Strategy · Workflow Automation · Privacy-First Measurement

Certifications

Notion & Zapier - Automation & Productivity using AI 2026

PMI - AI Prompt Engineering for Managers 2024

HEC - Data for Managers 2021

Languages

English
Native

French
Native