

# Jérôme Toulorge

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Global Digital Leader with a proven track record of driving large-scale web transformation, managing international ecosystems and social media governance. Expert in aligning regional execution (EMEA, APAC, Americas) with global roadmaps to drive measurable growth and audience acquisition. Extensive experience in site architecture, SEO/AEO, and multi-channel strategy, ensuring brand consistency across complex global business portfolios. A strategic partner to marketing and communications teams, building stable, scalable digital architectures that support commercial objectives and brand innovation.

## Career History

### **Avaya**

*April 2007 - April 2026*

#### **Conversion Rate Optimisation (CRO) Lead, Global**

*2022 - 2026*

Established and led the global CRO strategy and execution for Avaya.com, driving personalisation, testing, and UX improvements to extend lead generation.

- Designed and implemented personalised campaign content for ABM targets and diverse audience segments, delivering conversion uplifts of 100% and more.
- Directed the global CRO programme, leading end-to-end A/B testing (hypotheses, KPIs, rollout) to embed successful variants as permanent site changes, e.g. a navigation change that boosted mobile product info access by 99%.
- Evolved search strategy for Answer Engine Optimisation (AEO/AIO), leveraging LLM-friendly schema to improve brand visibility across traditional and AI platforms.
- Partnered with Marketing Ops, communications, content and campaign teams to optimise landing pages, forms, and CTAs, and ensure consistent lead capture.
- Owned CRO martech stack implementation and optimisation, driving continuous performance.

#### **Global Website Lead, International (EMEA, APAC & Americas)**

*2015 - 2022*

Directed Avaya's global web transformation and ecosystem across EMEA, APAC, and Americas to drive lead generation and brand visibility through optimised UX and SEO.

- Delivered multiple CMS migrations and platform evolutions across 10+ languages, modernising site architecture to improve performance and scalability, and ensure a world-class user experience.
- Led the implementation of web data privacy and GDPR compliance across the site, and ongoing UX enhancements aligned with core accessibility standards.
- Led international SEO strategy and implemented local programmes in Germany, China, and Mexico, prioritizing technical site health and localized content to deliver double-digit growth in first-page rankings and organic traffic.
- Integrated global and regional campaigns, optimising conversion paths and aligning web data flows for Eloqua / Salesforce processing to double the volume of content downloads.
- Led multi-disciplinary teams and partnered with IT, Product, and external vendors to streamline global content management and localisation, improving UX and operational efficiency.

#### **Digital Marketing Lead, EMEA & APAC**

*2013 - 2015*

Unified EMEA and APAC marketing operations, delivering consistent campaigns and website transformation.

- Consolidated regional teams and migrated to a new marketing automation platform and translation provider in 4 months.

- Directed multi-language, multi-market lead generation campaigns across email, search, and social channels, contributing directly to sales funnel growth.
- Managed redesign and rollout of Avaya websites across nine languages, coordinating with IT and global design to deliver a consistent and responsive CMS experience.

### **Editor-in-Chief, EMEA eMarketing**

2007 - 2013

Owned Avaya's online presence in EMEA, leading the Marketing Services team, agencies, and budget.

- Localised Avaya.com sites, sustained content relevance, and launched regional campaigns to maximise asset usage.
  - Launched and governed Avaya's social media presence in EMEA across LinkedIn, Twitter, and Facebook; established regional policies, a global tweetchat model, and the digital presence for the Sochi 2014 Olympics.
  - Established regional digital metrics framework, standardised campaign execution through Eloqua, and managed outsourced delivery teams.
  - Directed redesign and migration of EMEA partner and sales portals, introducing new syndication tools to extend brand visibility and lead nurture.
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### **CA (Computer Associates)**

1999 - 2007

**Director, EMEA Marketing Services** (Promoted through Manager roles)

- Led a regional in-house team and managed external agencies to deliver multilingual communications and CMS deployments across EMEA.
  - Directed enterprise CMS and Translation Memory System implementation, including architecture design, vendor selection, and localisation strategy.
  - Oversaw related marketing budgets, brand governance, and the development of internal operations tools (DAM, project tracking, marketing portals).
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### **Early Career**

Marketing roles with B2B technology vendors, gaining foundational experience in campaign management, digital communications, and customer engagement.

## **Education & skills**

### **BA (Hons) European Management & DESEM**

Middlesex University, London & Centre d'Etudes Supérieures Européennes de Management, Marseilles

### **Core Skills**

- Digital Strategy & Web Transformation: Leading large-scale ecosystem evolution, multi-portfolio digital roadmaps, and aligning regional execution with global brand standards.
- Web Operations & Governance: Global CMS management (AEM, OWCS), social media governance (LinkedIn, X, Facebook), and ensuring site compliance (data privacy, accessibility).
- Conversion Optimisation: Personalisation-led strategy, A/B testing design, UX optimisation, and data-driven decision-making (Adobe Target, Oracle Maxymiser).
- Search & Analytics: Technical SEO, AIO/AEO optimisation, KPI definition, and performance reporting (GA4, SEMrush, Hotjar).
- Leadership & AI: Directing global support staff, managing vendor relationships, and implementing AI-driven workflows (Gemini, NotebookLM).