

Gwenaëlle Daden

Tell us about your functions in Taz Media

I am Managing Director of Taz Media, I manage two monetization teams one in Asnières Sur Seine and the other in Barcelona. My goal is to develop the skills of everyone and to grow the company but I also spend a lot of time in operational day-to-day.

Since when have you worked for Taz Media? And Natexo?

I created Taz Media in 2011 and joined the Natexo Group at the end of 2014.

What do you like most about your job?

Monetization is a very complete business, I ask my Account Managers to be good commercial, to possess advanced technical knowledge and to have a sharp analytical sense.

As a manager I like to make them progress and challenge them on the aspects on which they encounter the most difficulties.

But I also love deliverability and discover new markets.

Which are your favourite e-commerce websites?

Amazon for its unprecedented speed and diversity of its inventory, travel-private and expedia for the quality of the services.

We are at the beginning of the year and is popular to make New Years resolutions. What are you expecting for 2017?

I already quit smoking in 2016 so I will continue to quit smoking in 2017!

Any anecdote you might want to share?

Many people regularly ask me why I named the company Taz Media. Some people see it as a link with the Looney toons cartoon while not at all.

One day, annoyed, I made believe a member of the Natexo group that the name came from the Latin Tisum Avus Zaventus (which strictly does not mean anything) whereas this is absolutely not true.



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Gwenaëlle Daden,
Managing director

