



## What is your position at Natexo?

### Head of Affiliate of Operations

#### Tell us about your functions:

As the manager of the Distribution team, I coordinate the team in organizing campaigns which are dedicated to advertisers. To do this, we create different media ( kit mails , websites , etc). Diffusion is a Natexo department, which is directed to customer service. With the help of our teams of developers, and graphic and web designers, the Project Manager can ensure the quality rendered to the client.

There are different steps that ensure proper monitoring and success of a project: planning, monitoring volumes, statistical analysis and the update of continuous activity reporting. Each Account Manager manages a portfolio of clients.

#### Since when have you worked for Natexo?

I started out in Natexo as an Account Manager Diffusion in March 2013. After one year, I held the position of Key Account Manager, before becoming Head of Affiliate Operations.

#### What do you like most about your job?

What I love about my job, is that I work on operations dedicated to a client, which allows me to have an overview of the project needed for final rendering. Also, unlike many agencies operating within web marketing today, here at Natexo we have the opportunity to have an internal graphic studio, which saves us time and is very efficient. The ideas and designs from our designers are very

« To have an overview of the project needed for final rendering»

Sophie Gonçalves,  
Head of Affiliate of Operations



important for improving campaigns. I would also say that I love working on a project that puts into action a number of actors: the Commercial, Account Manager, Project Manager and Production. Finally, I also like the process of managing the team and pushing each member to excel on a daily basis.

**Which are your favorite e-commerce websites?**

Of course, I would say the ready-to-wear sites! I am also delighted to work with many of the brands I like, which also tend to be some of our advertisers.

**Any anecdote you might want to share?**

Arriving as an Account Manager, I was a little stressed, as I imagine everyone is at first. In Natexo, we are quickly confronted with the realities of our missions, which I found to be beneficial, and which allowed me to tap into my resources that at first I did not even realize I possessed. For example, I never expected to possess skills of a negotiator! Seriously, even if it is a start-up, and things appear very difficult, Natexo invests enough trust in its employees, which allows us to engage in real responsibilities.

