



# VIRGINIE TISON

BUSINESS DEVELOPMENT & TRANSFORMATION  
OPERATING MANAGER  
MARKETING & COMMUNICATION DIRECTOR

## INFORMATION

virginietison@gmail.com  
+33 6 63 71 28 79

## SKILLS

### ANALYSIS & STRATEGY

- Strategy business definition
- Business plan conception
- Financial forecasting and monitoring

### COMMUNICATION - MARKETING

- Construction of the visual identity of a brand
- Creation and implementation of marketing materials
- Management of social media and respecting strategies

### TECHNOLOGY DEVELOPMENT

- Integrated workflow and technological tools to maximise efficiency definition
- Creation of operational structure
- Websites and back-office creation and management of its developments

### MANAGEMENT

- Development and management of organisational tools
- Projects and team management
- Events organisation

## LANGUAGES

- French – Native
- English – Fluent
- German – Beginner

## BACKGROUND

2016 : Paris-Dauphine Paris University  
Investors Relations Degree  
Dissertation about IPOs

2005 : IPEDEC - Paris  
Interior Designer Degree

2002 : La Sorbonne University - Paris  
Visual Arts Degree

2000 : Bachelor of Science – France  
Major in Mathematics

## INTERESTS

- Arts & Music
- Scuba diving

## PROFESSIONAL EXPERIENCE

### FOUNDER & CEO - ART TROPE LLC & SAS / ART TROPE GALLERY / LIFE & ART COACH 2008 - Current : Fine Arts Market (New York City & Paris)

- analysis and research on the international art market in order to assist artists
- creating and revising of the concept and strategies (Proof of Concept, business plan, financial forecast)
- creating a customer database and partners (10,000 worldwide contacts)
- implementing organisational objectives and strategies
- overseeing internal organisational of teams' missions
- creating visual brand identity and marketing concept (websites, blog, press releases, flyers, etc)
- managing websites evolution (3 versions) and back-office administration
- creation of operational structure
- selecting artists for registration and ensuring customer satisfaction

### INVESTOR RELATIONS COORDINATOR - STALLERGENES GREER PLC 2016 - 2018 : Immunotherapy Pharmaceutical Company (Paris & London)

- managing disclosure obligations (liquidity contracts, insiders list management, voting rights, blackout periods, exercise of stock options, etc)
- preparation of financial reports and communications with the support of an external agency
- organisation of all financial events, roadshows, appointments, conference participation
- annual report collaboration
- competitive analyses
- development of Customer Relations Management tool for the Investor Relations data base
- Investor Relations website management

### INVESTOR RELATIONS & EXECUTIVE ASSISTANT TO CFO - STALLERGENES SA 2014 - 2016 : Immunotherapy Pharmaceutical Company (Paris)

- managing disclosure obligations
- compiling annual report and liaising with French securities regulator (Autorité des Marchés Financiers)
- events organisation (Annual General Meetings, Board Meetings, etc)
- insiders list management and allocation plan of company free shares management

### INVESTOR RELATIONS EXECUTIVE ASSISTANT TO THE HEAD OF THE IR - GIE AXA 2013 : Insurance company (Paris)

- managing international investors helpline
- organized and planned agendas/emails/folders of the IR Team (10 collaborators)
- accounts
- creation of the annual financial department report
- updating and editing the department database
- analysing, editing and presenting the global activity report of the department

### OPERATING MANAGER - CHUZHEN INSTITUTE 2007 - 2008 : Chinese Medecine School (Paris)

- redefinition of goals and team roles
- customized working methods
- analysed management and accounting
- identified customer management issues and redefined targets for customer loyalty
- set weekly targets for the team
- organised and conducted weekly team meetings
- planned and organised conferences and seminars in France and China

### LEGAL ASSISTANT - CABINET FENEON ET DELABRIERE 2006 - 2007 : Law Firm (Paris)

### CEO & FOUNDER - VY COMPANY (PAINTER & INTERIOR DESIGNER) 2005 - 2008 : Fines Arts Market (Paris)

### EXECUTIVE ASSISTANT TO THE CEO - CHUZHEN INSTITUTE 2003 - 2004 : Chinese Medecine School (Paris)

London, 27 April 2017

Ms. Virginie TISON

TO WHOM IT MAY CONCERN

It is with great pleasure I recommend Ms. Virginie Tison who has been working as my personal assistant from January 2014 to December 2015 and as an Investor Relations coordinator from January 2016 to date.

In her roles Virginie Tison takes care of the typical tasks of an assistant but in addition coordinates all investor relation activities, prepares the annual general meetings and strongly contributes to the annual report.

Virginie Tison accomplishes her tasks in a highly professional manner and a lot of energy and enthusiasm and is not afraid to invest extra efforts when needed. She completes her tasks independently and is able to find solutions.

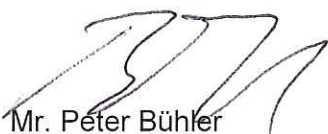
Virginie Tison managed to rapidly understand the specifics of the pharmaceutical industry and strongly contributes to the success of the organization. She has been able to establish excellent working relations at all levels of the company.

As Virginie is setting up her own business I follow with interest the ART | TROPE project and sincerely wish her great success.

I am highly recommending Virginie Tison.

This letter is prepared upon a request from Virginie and since I am leaving the Group.

Yours faithfully,



Mr. Peter Bühler  
Group Chief Financial Officer

Antony – March 25, 2015

Ms. Virginie TISON  
CEO & Founder  
ART | TROPE

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Virginie Tison managed to rapidly understand the specifics of the pharmaceutical industry and strongly contributes to the success of the organization. She has been able to establish excellent working relations at all levels of the company.

I follow with interest Virginie Tison's ART | TROPE project that she pursues with high dedication and I hope she will be successful although I would regret to lose her.

I am highly recommending Virginie Tison.

Yours faithfully,



Mr. Peter Bühler  
Group Chief Financial Officer



**réinventons /** notre métier

Ms. Virginie Tison  
CEO & Founder  
ART | TROPE

Paris – October 8<sup>th</sup>, 2013

TO WHOM IT MAY CONCERN

It is with pleasure to recommend Ms. Virginie Tison whom I met this year when I needed to replace my personal assistant and the project marketing assistant of the AXA Investor Relations Service.

Ms. Tison has a real professional commitment and that's why we started to exchange regarding her project ART | TROPE.

I challenged her during few months and also asked her to do an audit regarding the marketing section of my service. Ms. Tison has always shown a rapid adaptation to the organization of the department. She brought enthusiasm, energy and helped the team to win in efficiency.

I reviewed the ART | TROPE business plan and I understood her motivation to resolve problems in the Fine Arts market.

I will watch her in creating ART | TROPE and I know that Ms. Tison will create a safe and professional setting which is urgently necessary in regards to the actual situation of the Fine Art field.

It is with the highest commitment that I am recommending Ms. Tison.

Sincerely Yours,

Mr. Mattieu ROUOT  
Head of Investor Relations

**Institut Chuzhen  
de Médecine Chinoise**

10, boulevard Bonne Nouvelle  
75010 - Paris

Tél. - (33) 01 48 00 94 18  
Fax - (33) 01 48 00 99 18  
infos@chuzhen.com

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Ms. Virginie Tison  
CEO & Founder  
ART | TROPE

Paris – September 26<sup>th</sup>, 2013

TO WHOM IT MAY CONCERN

It is with pleasure to recommend Ms. Virginie Tison whom I have known for many years.

Ms. Tison has been working for Institut Chuzhen in 2002 as the CEO Assistant and in 2007 as the Operations Manager.

I have been working smooth with her but also with a rare efficiency. Ms. Tison has always been of an inquisitive nature who gives her the opportunity to update her skills. Her devotion and loyalty in her professional life has been a real support and that's why I asked her to come back in a very difficult moment for our company.

I'm watching her in creating ART | TROPE and Ms. Tison will create a safe and professional setting. I'm confident in the fact she will continue to use very well her management skill and her energy.

It is with the highest commitment that I am recommending Ms. Tison.

Sincerely Yours,

Mr. Matthias Haby  
CEO Institut Chuzhen



M. Haby