



Marquis Who's Who Honors Franck S. Ardourel for Expertise in Marketing

Franck S. Ardourel honored for excellence in customer experience and consulting services

ALAMEDA, CA, June 6, 2024, Franck S. Ardourel has been selected for inclusion in Marquis Who's Who. As in all Marquis Who's Who biographical volumes, individuals profiled are selected on the basis of current reference value. Factors such as position, noteworthy accomplishments, visibility, and prominence in a field are all taken into account during the selection process.



Mr. Ardourel has carved a distinguished career as a chief marketing and technology officer, spanning over two decades across various industries and countries. Currently serving as the strategic digital marketing and MarTech consultant at FranckArdourel since 2017, he has demonstrated unparalleled expertise in Customer Experience (CX), digital transformation, marketing strategy, and marketing technology. His role involves teaching at Santa Clara University and running his own business through consulting and networking. Additionally, he is a board of directors member at a nonprofit called Solution Community.

Before establishing his consultancy, Mr. Ardourel was the chief marketing and technology officer for EduZ at Knowledge Group Consulting in Abu Dhabi, United Arab Emirates, from 2021 to 2024. Before this, he held significant positions that include vice president of growth and marketing operations at DNN Corp. from 2015 to 2017, head of growth marketing direct to consumer at Udacity in 2014, and chief marketing and e-commerce officer at Airsoft Megastore in Pasadena, California, in 2013.

Mr. Ardourel's career also includes impactful roles at 24 Hour Fitness as senior director of digital marketing and ecommerce from 2008 to 2013, where he led the digital transformation of the company into the first-ever fitness eCommerce platform in the United States and was invited to meet Mark Zuckerberg when Facebook launched its locals service in 2010, aiding 24 Hour Fitness in creating individual Facebook local pages for each of their 450 clubs nationwide. Additionally, he led the pioneering fitness partnership between Yelp and 24 Hour Fitness, aiming to enhance customer experience and engagement for fitness enthusiasts.

Before that, he served as vice president of marketing and strategy at ZINIO in San Francisco from 2006 to 2008, marketing director at Intuit in Mountain View from 2004 to 2006, and senior marketing program manager at United Airlines in San Francisco from 1999 to 2004. His international experience includes his time as marketing director at GE Capital in Paris from 1997 to 1999.

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Mr. Ardourel holds a Bachelor of Business and Business Administration in marketing from IPAG Business School in Paris, a Master of Business Administration in strategy marketing from the Université Paris-Sorbonne in Paris, and a Master of Business Administration in computer science from the American University School of International Service. To further enhance his skills and knowledge, he achieved a certification in Data Science from the University of California, Berkeley, and holds a Lean Six Sigma Certification.

Mr. Ardourel's commitment extends beyond his professional endeavors into civic engagement and creative pursuits. He has served as a board director for Solution Community since 2024, contributed as a soccer coach for the City of Alameda from 2000 to 2011, and volunteered as an art teacher for Alameda Unified School District from 2005 to 2008. His excellence has been recognized with Professional and Marketing Awards from Click Z in 2011 and Commission Junction in 2009. Mr. Ardourel is also an accomplished author, with recent publications including "Elevate Customer Experience: Your Blueprint for CX Excellence," "Personalization First or You Will Be Last," and "Marketing 4.0: Think Global, Act Local, and Be Digital."

Outside of his professional achievements, Mr. Ardourel is dedicated to passing on his expertise through teaching. He enjoys traveling, painting, exercising, writing, and spending time with his family. Looking ahead, he aims to become a prominent keynote speaker in CX and marketing technology. Through public speaking engagements and continued contributions to the field, he seeks to be recognized as one of the leading experts in customer experience.

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