



Francis COHEN

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Professional Experience

Search Fund Manager

08/2024 – present | Paris, France

Looking to acquire a 10 to 50M€ IT Services or Software business

Venture Partner

Antler Venture Fund

09/2022 – present

Coaching startup founders on MVP, Market fit, Ideation process

Head of Business Unit

CRITEO, CONDIGOLABS Division

2020 – 03/2024

Built an AI ML Lab from **0 to 9 FTE**

Recruited AI ML developers, defined Roadmap, secured CIR over 1M€

Created cookie-free roadmap for contextual advertising content commerce solution based upon 1st Party Data. From 0 to MVP in 3months, first Revenues in 6 months

Grew from **0 to 5M€ ARR in 1Y** (Business Dev with large Publishers)

President

IVIDENCE - Sold to DEKUPLE

2016 – 2020

Personally executed a company turnaround: Bought distressed assets and turned them around into a profitable, growing SSP business (0 Rev/3FTE in 2016; **4M€ ARR/10FTE** in 21)

Turned from 2 to 20 clients, Secured deals with top 5 EU Publishers

Crafted from 0 to full production a White brand deal with major Adtech

Players (Outbrain & Ligatus) generating over **20M€ ARR**

Sold to Dekuple, French Public Company (**Total IRR > 50%**)

Co-Founder, Chief Marketing Officer

LESS - Sold to BLABLACAR

2017 – 2018

Identified **100M€+** opportunity in the Instant Short Distance Ridesharing industry

Raised **12M€** (Daphni, Index Ventures) as a team of 6 co-founders.

Operated Product Definition, Branding Marketing & Distribution with 6 FTE

Sold to BLABLACAR

Founder, CEO

ADAPTIVEBEE - Sold to TEMPEST (Private Equity)

2006 – 2016

- Personally raised **3M€** (360Capital, Isource)

- Built Downloadable software company (**Secure, non-trackable Browser, browser Extensions, Desktop Installer**) from 0 to **25M€/Y**, team of 80 FTE

- Secured Distribution deals with Google

- Setup 1st SSP deals for downloadable App in Programmatic Environment (RUBICON PROJECT)

- Sold to TEMPEST (US PE-backed software Publisher)

Co-Founder, EU Executive VP

KIWEE - Sold to American Greetings (NYSE: AG)

2000 – 2008 | Paris

Cofounded first Ringtone Services in Western Europe (KIWEE)

Raised **6M€ ARR:12M€** in 2006. Profitable

Built & Managed a team of 20 FTE, in charge of Product Ownership, Customer Acquisition processes, Distribution & Marketing

Sold to American Greetings (**IRR>60%**)

Strategy Consultant

Arthur D Little

1997 – 1999

Skills

- M&A, Due Diligence
- Business Modeling
- P&L, Balance Sheet Audit
- Strategy
- Business Development
- Processes Management
- Product Management
- Data Stack Management (CRM-DataLake -DMP)
- R&D Management
- CIR Management

Education

Michigan State University (MSU)

Master of Arts Telecom
Lansing, USA

Telecom Sud Paris

Telecom Master Degree

Maitrise de Sciences de Gestion (MSG)

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Languages

French | English | Spanish

References

Upon request