



## Project Manager, Foreign Investments

Choose Paris Region is a nonprofit agency that promotes the Paris Region globally. The agency brings together its public & private ecosystem to offer international companies tailor-made services at every stage of their European expansion in Europe.

Choose Paris Region is a catalyst for business and innovation. It offers a strong market expertise and an extensive local network to help international businesses build long-lasting partnerships, draw up development plans, and strengthen their local presence in the Paris Region.

Choose Paris Region has offices in Paris, Shanghai, Beijing, New York and San Francisco.

### About the Job

Based in New York or San Francisco, the Project Manager main missions include:

- Promoting Paris Region as a destination for business, innovation and work-life balance
- Generating new leads from US companies willing to expand their business in Europe
- Nurturing leads into projects in cooperation with our Marketing and Client Solutions teams

### Responsibilities

- Contribute to US marketing analysis and strategy (define targets, set up objectives and action plan)
- Contribute to adapt our global marketing material for US targets
- Identify opportunities, develop strategies, and design execution of projects to grow our pipeline of North American projects while building a local network of partners (tech-monitoring units, capital ventures, local organizations, US incubators/accelerators, tech events, etc.)
- Lead marketing actions from networking, public presentations, webinars, one to one meetings, etc.
- Build a successful strategy to support US companies with their expansion project to Europe:
  - Understand their needs;
  - Help them define their project;
  - Convince them to consider the Paris Region as business destination in Europe;
  - Build an internal team to bring in all necessary expertise and data to support their project
- Manage the daily relationship with a pipeline of prospects and projects
- Manage contacts database and CRM platforms

### Preferred skills & qualifications:

- 3+ years of experience working in business, marketing or related fields
- Expertise in one of the following sectors would be a plus: Tech, R&D, manufacturing
- Demonstrated strategic, analytical, and problem solving experience
- Experience translating strategy into an operational plan and drive to completion
- Experience working independently with minimum supervision and leading multiple projects simultaneously involving various teams/locations
- Proactive and passionate about results: independently capable of seeking information, solving conceptual problems, corraling resources and delivering results in challenging situations; Natural problem-solver
- Strong influence skills and ability to work successfully with peers; High-energy, team-first attitude
- Fluent in French and English. Ability to read, speak and write in both languages

To apply (resume in French or English + cover letter in English): [rh@chooseparisregion.org](mailto:rh@chooseparisregion.org)