

## May BERTHELOT

Responsable de la Réputation et de la Lutte anti-contrefaçon  
Leboncoin et Videdressing



## PROFESSIONAL EXPERIENCE

### Head of Reputation & Anti-counterfeit, *LEBONCOIN/ Paris* – Since January 2020

#### ⇒ Anti-counterfeit

- Launching the first anti-counterfeit strategy for leboncoin Group
- In charge of strategic development, anti-counterfeit knowledge, training sessions and management for our dedicated team and service providers
- Collaborating with internal teams (particularly fraud, product, data, customer care, communication) for process improvements, including artificial intelligence projects
- Leading luxury authentications and anti-counterfeit operations for Videdressing

#### ⇒ Reputation

- Launching the anti-counterfeit public stance for leboncoin Group
- Spokesperson for anti-counterfeit, fashion, luxury, lifestyle and design in the media
- Responsible for public affairs on anti-counterfeit topics, with all brands, federations and associations
- *Launched the Handcheck leboncoin program in February 2021, an anti-counterfeit collaboration joined by many brands*

### Head of Legal & Anti-counterfeit, *VIDEDRESSING / Paris* – September 2012 to December 2019

#### ⇒ Head of Legal

- Legal advice and litigation in IP/IT, consumer law, banking law
- Negotiation, draft, analysis and management of all contracts
- Compliance
- *Lead on implementation of GDPR, exemption of the banking license with the Prudential Supervisory and Resolution Authority (ACPR), and all authorities controls (CNIL, DGCCRF and DDPP)*

#### ⇒ Anti-counterfeit

- Trained the anti-counterfeit team
- Developed the anti-counterfeit cooperation with fashion/luxury brands
- Author of the “Anti-counterfeit Guide”
- Lead on all operations and logistics, including physically authenticated and returned luxury goods

#### ⇒ Public Relations

- Lead on public affairs on anti-counterfeit, collaborative economy, e-commerce platforms and taxation topics
- Represented Videdressing for French and European administration (DGCCRF, INPI, CNC, DGFIP, European Commission), professional federations (FEVAD, UNIFAB)
- *Participated in the French Charter for the Fight against Counterfeit Goods and the MoU (European Charter)*
- *Participated to negotiations with the French Government, supported by other platforms, on the “Loi contre la fraude fiscale” impacting all sellers on the secondhand market*
- *Former Vice-President of the French “Collaborative Platforms Federation”*

⇒ **Trust :**

- In charge of studies on how to reinforce trust of our customers in a cross-countries and cross-platform context (content, UX, anti-counterfeit efficiency, secondhand market)

**Owner, *Enfin du Vrai / Paris* – 2011 – 2013**

- Creation and development of an e-commerce website dedicated to pre-loved luxury goods
- Author of an online guide to help customers detecting counterfeit luxury goods

## **SECONDARY PROFESSIONAL EXPERIENCE**

**OWNER, *LEONIE THEODORA SAS/ Paris* - Since 2016**

⇒ **Instagram Influencer @may.berthelot specialized in luxury, secondhand, anti-counterfeit and restoration**

- Promoting Fashion, Beauty and Luxury brands such as Hermès, Roger Vivier, Moncler, Jaeger-LeCoultre, La Mer etc.
- Creating advertising content for brands (videos, photos)
- Organizing live sessions and workshops on the secondhand market, luxury goods, anti-counterfeit issues and restoration of used leather products
- *Represented the Anti-counterfeit campaign in Cannes with the UNIFAB during Summer 2021*

## **EDUCATION**

**2011-2013 - Masters Degree in IT/IP law**

*University Paris V Descartes – Thesis: « Counterfeit products' traffic on social media »*

**2008-2012 - Bachelor Degree in French Law**

*University Paris V Descartes*

## **LANGUAGES KNOWLEDGE AND SKILLS**

**Languages :** French: Native - English: Fluent

**Skills:** Microsoft Office suite, Google suite, Zendesk, Tableau

## **PERSONAL ACTIVITIES**

Fashion goods restorations - Reading and running as hobbies