



Adrien Charles

Sixteen years running agency client services.
Then I built the software it should have been running on.

Tokyo, Japan · French nationality · adrien.charles@yahoo.com · linkedin.com/in/adriencharles · adriencharles.com

NOW

- May 2026 – present** **Independent study: AI product building**
Independent, Tokyo
- Directed AI coding agents to build a working operations platform for communication agencies: **36 modules in four months**, without being a developer.
 - Pipeline, budgets and forecasting, quoting, planning, capacity and reporting, each designed from sixteen years of running the work rather than from reading about it.
 - Built an interactive portfolio in four days: three working modules and a live measure of each visit.

EXPERIENCE

- Apr 2018 – Apr 2026** **Client Services Director, Japan and South Korea**
Hopscotch, Tokyo
- Led client services across two markets: six account managers in Japan, three in South Korea.
 - Owned commercial development: new business, pitches, and negotiation with clients and suppliers.
 - Set sales plans against HQ objectives; led strategic and creative development of programmes.
 - Accountable for project profitability and for meeting targets.
- Apr 2017 – Apr 2018** **Account Director**
Geometry Global, Tokyo
- Led strategy for new product launches, key assets and 360° activation plans.
 - Managed the team and global stakeholders; built senior client presentations and award cases.
- Jul 2014 – Mar 2017** **Regional Account Manager**
Geometry Global, Hamburg
- Directed pack design and communication across Western Europe, coordinating global campaigns.
 - Led the development of global pack standards and brand deployment with local agencies.
- Earlier** **Account and media roles, Amsterdam and Paris**
Account Manager at Geometry Global, Amsterdam, and Saatchi & Saatchi, Paris. Account Executive at La Chose and TBWA\Paris. Assistant Media Planner at Carat, Paris.

EDUCATION

- 2004 – 2007** **Master's Degree**, Rennes International School of Business. Thesis on images in advertising.
- 2005 – 2006** Licenciatura, one semester, Universidad Austral, Rosario, Argentina.
- 2003 – 2004** Certificate of Spanish Studies in Economy and Business, Universitat de Barcelona.
- 2001 – 2003** Vocational Certificate in International Trade, École Nationale de Commerce Bessières, Paris.
- 1997 – 2001** International Baccalaureate and U.S. High School Diploma, Atlanta International School.

LANGUAGES

French, native
English, full professional (TOEFL 660/677)
Spanish, professional (ELYTE 765/990)
Japanese, elementary (N5)

SKILLS

Client and account leadership
Multi-market team management
Commercial development, negotiation
Product ownership, process design
Directing AI agents, prompt engineering

INTERESTS

Travel, languages, graphic design, photography, artificial intelligence, football, cycling, scuba diving.