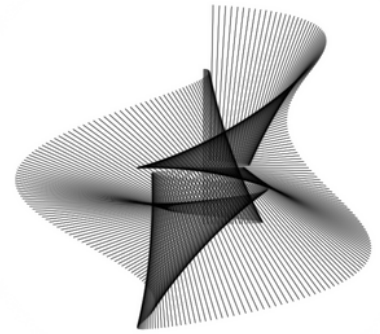# CAROLE GENDRON

DATA | ANALYTICS
ARTIFICIAL INTELLIGENCE
DATA-ARTIST

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📞 0031- 645277005

📍 Amsterdam, Netherlands (Europe)

ABOUT ME

Data-Evangelist bridging Tech and Business teams to bring data at the center of business performance and customer experience for more than 20 years out of passion and method.

AI-Artist on my spare time, using data, AI, Technology and Art to design creative analytics. Find out more here.

- Personal website HumAIn_Art: HumAInArt.com
- Art gallery in the Metaverse (Spatial)

EXPERIENCE

Leading Digital Transformation – Data&Analytics Director
Business Units : Strategic Business | Gov. Affairs, Global Real Estate | Smart Buildings
Philips , Amsterdam, NL   2011-2022

Leading a Data&Analytics team (developers, data scientists) from Ideation to Production to digitalize Business Intelligence and Performance Tracking. Business Insights reported to Philips C-Level.

- Data&Analytics Strategy and Governance set up
- "360" Data&Analytics Product : breaking data silos into 1 single source of data truth across functional organizations
- HR transformation : People Management (8 people direct&indirect reporting), moving from data providers to digital analysts.
- Stakeholders management from operational teams to Senior Leadership

Developing Data-Driven Solutions – Data&Analytics Manager
Orangina-Schweppes , Madrid, Spain 2007-2011

Bridging Marketing and Sales teams with data-driven decision-making tools :
- Business Channels Marketing : Strategy set up and KPI monitoring
- Sales & Marketing Performance Dashboard : Design, Production & Insights
- Pop-up merchandising Concept based on consumer shopping habits/data

Analyzing Data for Marketing Advices – Market Research Consultant
KANTAR and **GFK** . Paris, France & Mexico City, Mexico 2000-2006

Providing actionable insights from structured and unstructured data for Coca-cola, Mars, Unilever, Danone and Walmart :
- Qualitative and Quantitative Research Methodologies : surveys, trackings, shopping observations, datasets, focus-groups.
- Providing conclusions and actionable Marketing and Sales recommendations : business trends and projections, branding, customer profile&needs, shopper decision trees, promotional campains performance, pricing, point-of-sale redesign based on traffic.

EXPERTISE

- Data/Analytics/AI Strategy
- Multi Data sources integration
- Executive & Stakeholder Management
- Data Viz | KPI Dashboarding
- Design | UX | Creative Thinking
- Cross-Industries Businesses

LANGUAGES

Language	Level
English	██████████
French	██████████
Spanish	██████████
Excel, Ppt	██████████
Salesforce	███████░░░
Tableau,P.BI	█████████░
Python/SQL	██████░░░░
HTML,CSS,JS	██████░░░░

CERTIFICATIONS

- ***Full Stack Web Development***
  2022 Le Wagon, Amsterdam, NL
- ***Data Science***
  2022. DataQuest.io
- ***Data and Analytics***
  2021. Google
- ***Open Source Intelligence. OSINT***
  2020. Ulster University,
- ***Master in International Business***
  1996-1998 Business School, France