Carole Gendron

Global Data & Analytics for Business

****

carole.gendron@gmail.com

Nationality : French

Amsterdam, The Netherlands

LinkedIn

Personal Website AI&Art

ABOUT ME

Data Evangelist with 20 years of international experience creating data-driven solutions for cheaper, faster and smarter Business Decision Making.

Translating Business and C-Level needs into IT language to create user-friendly Data and Analytics Dashboards.

Experience in Data (Kantar, GFK), Retail (HEB), FMCG (Schweppes) and B2B (Philips)

Artist exploring the intersection between Artificial Intelligence and Art

SKILLS

10/10
Data and Analytical Expertise

10/10
Business Performance Mindset

10/10
Cross Business channels: B2C, B2B, B2G

9/10
Communication cross-cultures

7/10
Artificial Intelligence for Business

EDUCATION

M.A International Business
Rennes School of Business, France. 1996-1998

LANGUAGES

- o Fluent in English, French, Spanish
  IT:
- o BI Tools (Tableau, Qlik Sense), Cloud Hosting, IoT
- o Programming Languages Intermediate: Python, Pandas, SQL
- o Artificial Intelligence: ML (Clustering, NLP) and Deep Learning (Deep fake, style transfer)

Global Director Real Estate Data, Analytics & Intelligence (Smart Buildings)
Philips Corporate / Amsterdam, NL / Currently and since January 2019 (2.5 years)

Philips Real Estate Global Footprint: 600 properties (Manufacturing, Offices, R&D, Supply Chain) hosting 80,000 people in 120 countries.

ROLE: Leading the Digital Transformation of Philips Real Estate with a team of Digital Experts (Analysts, Data Scientists and Programmers)
- o Data-Evangelist building a data-driven culture for Cheaper, Faster, Smarter decision making
- o Setting up the Real Estate Data&Analytics Strategic Team and Agenda: 'Simplification, Integration and Adoption'
- o Spreading the Culture of Business digitalizing Performance Tracking: KPI definition, automation and root-causes visualization. Quarterly reported to Philips CEO and CFO.

DELIVERABLES:
- o '360' Global Dashboard: Replacing manual reportings by the creation of a single source-of-truth for Real Estate Operations and beyond (HR, Sustainability, Finance Opex/Capex). The '360' provides descriptive and predictive analytics about our worldwide footprint in a user-friendly 'App' way. It serves C-Level discussions (Strategy, M&A, Sustainability) and Operational discussions with on-demand analytics. Back-end and Front-end development in Qlik Sense.
- o Global Smart Buildings Program: Innovate with Technology (IoT/sensors) and AI solutions to improve Philips Office Experience & Performance preparing for the hybrid Workplace of the Future. (in Pilot Phase)

TEAM MANAGEMENT: transitioning from 'Data Supplier' to 'Consultant'
- o Upgrading Analysts (2) profiles with BI Tools experience in house and outsourcing Technical Programming and Data Science skills (4 FTE) to Philips IT in India
- o Smart Building Project Team Lead (cross-functional Team: IT, Procurement, Privacy, Real Estate / 10 people with no Direct Report).

Global Government Affairs. Data&Analytics, Intelligence

Philips Corporate/ Amsterdam, NL / 2013-2018

Philips counts with a Global Government Affairs organization reporting to Markets Leadership. The Business to Government (B2G) organization is present in regulatory discussions in Brussels/EU, Washington and Singapore and counts with 30 lobbyists. The organization is a key enabler in the Lead Generation for Long-Term Strategic Partnerships (LSP) with Governments.

<u>ROLE</u>: Digitalizing Business Pipeline and Lead Generation
- o Digitalizing the B2G community implementing Salesforce.com and enabling Business Performance Reviews :
    - o Salesforce.com customization and deployment to 200 people cross geographies
    - o Business Dashboard creation used for Monthly Performance Review across our 17 Markets
- o Support to Key Governmental Institutions :
    - o United Nations : 'UNEP En.lighten' partnership Program : initiative dedicated to support Emerging Countries in their lighting transition to sustainability.
    - o World Bank and Regional Development Banks partnerships support with Data&Analytics.

<u>TEAM</u>: No direct Report / Leading IT consultants pool

Trade Marketing Manager Europe

Philips Automotive Lighting EMEA/ Paris, France / 2011-2013

Philips had a Lighting division Automotive (500M$) selling Car bulbs in different channels (Retail, Specialists, Wholesale). The product category is technical and complicated to sell in self-service. Data driven Category Management and Merchandising are key to enable sales.

<u>ROLE</u>: Digitalizing Business Pipeline, Lead Generation and Business Performance :
- o Marketing Strategy to support Key Accounts Managers: Assortment, Pricing, Promotion, Merchandising per Channel in Europe based on data&statistics (consumers, sales, forecast predictions):
- o Set up of a Commercial Dashboard to track and optimize business KPI performance and pipeline (combining Internal Sales data with Retail Panel GFK).
- o Category Management projects management and Merchandising implementation with key European retailers (Carrefour, Auchan)

<u>TEAM :</u> leveraging Philips local Trade Marketing Team / No direct Reports

Trade Marketing Manager Spain

Orangina-Schweppes /Madrid, Spain/2007-2010

Orangina-Schweppes is the 3rd world soft-drink leader after Coca-Cola and Pepsi-Cola with approx. 500MEuros revenue in Retail.

<u>ROLE:</u> Part of the Schweppes Commercial Organization bridging Marketing and Sales with Data :

- o Retail Marketing Strategy adapting the Schweppes offer (product, promotion, merchandising) to Retailers
- o Supporting Key Account Managers in their negotiations with our Retailers (Carrefour, Mercadona, Corte Ingles, Lidl).
- o Data&Analytics Dashboard combining Consumer Panel *(Profile, Habits)* and Retail Panel *(Sales and Market Share)* tracking Schweppes Business Performance within the Soft-Drink Category used by Marketing and Sales teams.
- o Development of a Merchandising concept based on Shopper data : 'Schweppes Vision' to improve the shopper experience, optimize sales and reduce inventories. Implementation within the major retailers in Spain.

<u>TEAM</u> : 1 Business Analyst

Senior Business Analyst (statistics, analytics, predictivity), Spain

GFK/ Madrid, Spain / 2005-2007

GFK is a world leader in the Market Research Industry monitoring what (non-food) products are selling, when, where and at what price – and by whom. GFK provides competitor intelligence, demand forecasting and analysis of product, price, promotion and distribution. Gfk also counts with Ad'Hoc Research (survey, focus group, interview in-depth)

ROLE: Consultancy in Marketing and Trade-Marketing research for :
- o   Coca-Cola : launch Coca-Cola Zero in Spain : consumer profile and Coca-Cola Light cannibalization risk
- o   Corte Ingles : Merchandising Concept design based on Shopping habits research
- o   Hewlett Packard : Merchandising concept design to improve the computer shopping experience
- o   Consumer Electronics Insights, Trends and Forecast (GFK Retail Panel/Sales)

TEAM: No direct Report

Category Manager Snacks & Beverage, Mexico

HEB/ Monterrey, Mexico / 2003-2005

HEB is US Supermarkets Chain, privately held company with 340 Stores (25B$ Revenue). HEB has its Headquarters in Texas and a regional presence in Mexico with 40 Stores (1B$ Revenue). I was part of the Regional Mexico Market, in the Purchasing Organization, focused on the Snacks&Beverage Category counting for 1⁄4 of the Chain Revenues.

ROLE: Providing Data and Analysis to support Commercial (Purchase and In-store) Decisions
- o   Defining Assortment, Inventory and Pricing Policies with the purchaser
- o   Leading Category Management initiatives with Coca-Cola Mexico to define the right Beverage Category assortment
- o   for our Stores increasing product rotations and decreasing inventories based on Sales and Consumer Research.
- o   Testing Merchandising Solutions to improve the Beverage shopping experience.

Business Data Analyst (Sales and Marketing), France and Mexico

TNS-Kantar */Paris, France and Mexico DF, Mexico 2002-2005*

TNS-Kantar is the world leader of the Marketing Research Industry. Kantar is a data-centric agency providing data, insights and actionable recommendations to clients, worldwide.

ROLE: Business Analyst for Marketing projects (Data sources : Consumer Panel/Retail Sales Panel/Ad hoc Survey)

- o   Masterfoods (M&M's, Twix…): Market Revenue and Volume Trends, Market Share and Consumer Insights. Customer segmentation based on shopping habits
- o   Walmart : Consumers profile and Retail preferences tracking
- o   Diageo (Smirnoff, Bailey's, J. Walker) : Portfolio categorization based on consumers' needs
- o   Unilever: merchandising approach to increase average basket.