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CONSULTING EXPERIENCE

Industry Experience Highlights

- *Health Care*: business strategy, operational plan, revenue modeling and company valuation of providers of SaaS solutions and digital offerings for care continuum monitoring and chronic disease management
- *Software Editors*: operational improvement program in the lead-to-book cycle to reduce expense-to-bookings ratio, cost containment program for sales operations and deal-desk activities, implementation of system for tracking marketing campaign effectiveness
- *System Integrators*: design and deployment of global programs for strategic alliances and partnering
- *Consumer Goods*: single-currency marketing spend assessment including competitive benchmarking, spend efficiency for internal cost and mass media and sales conversion
- *Insurance*: predictive buying decision modeling and customer experience analysis using sentiment analysis models
- *Banking*: IT security audit and corporate banking infrastructure assessment including regulatory compliance
- *Distribution*: \$20 million system transformation plan and program management for IT and service management deployment

Functional Experience

- Digital transformation
- Operational effectiveness
- Program Management
- Sales strategy and operations
- Strategic partnering

PROFESSIONAL EXPERIENCE

Oct 2020 – Present

SELF-EMPLOYED | Executive Advisor

France

Consulting, Advisory Services

- Serving various clients on go-to market strategy, digital transformation planning and data valorization including data marketplaces

Aug 2019 – Sep 2020

DAWEX | Vice President of Sales

France

Data Exchange Technology, Data Marketplace Operations

- Deployed the company's sales plan and infrastructure including revenue model, sales methodology and CRM
- Led business development activities in Japan and the Middle East
- Advised customers on data valorization and digital transformation

- May 2015 – Jul 2019 **ITREND** | Managing Director France
Consulting, Advisory Services
- Resident CEO and business strategist for startups with digitally-enabled SaaS solutions in Digital Health, Marketing/Brand Analytics and Cybersecurity
 - Services included strategy, go-to market planning, business development (including sale of pilots and early stage projects) and regulatory compliance
- Jan 2014 – Apr 2015 **NEXTHINK** | Managing Director, Southern Europe France
Digital Experience Software, IT Operational Analytics
- Regional leader focused on the ‘Large Enterprise’ segment
 - Increased channel partners revenue contribution through mid-market offerings
 - Led complete sales activity revamp in the company’s largest region
- Sep 2010 – Dec 2013 **ATORIS** | Executive Director France
Marketing and Brand Analytics, CX Tools
- Oversaw the business development function including negotiating and winning international engagements in EMEA, Asiapac and South America
 - Account director for FMCG and Insurance clients
 - Developed digital service offering for sales cycle optimization and customer experience monitoring
- Sep 2006 – June 2010 **SYMANTEC** | Senior Director of Sales Operations UK, France
Cybersecurity, Data Storage Software, Systems Management
- Headed the Sales Strategy and Back Office Operations for the EMEA region
 - Business unit leader for Software Renewals (\$350M annual revenue)
 - Marketing and Operations Director for ITSM unit (Altiris)
- 1996 - 2006 **CAP GEMINI / ERNST & YOUNG** | Director USA, France
Consulting, System Integration, Outsourcing
- Led the Global Alliances program focused on ‘sell-with’ and joint offer development in advanced technology areas
 - Led the Y2K Risk Management program for the Americas
 - Consulting director in the areas of System Transformation, IT Security and Infrastructure Management
- 1993 – 1995 **DELOITTE CONSULTING** | Managing Consultant USA
Consulting, Advisory Services
- Managed several mission-critical projects in the areas of enterprise application (ERP and CRM), information technology and datacenter services, healthcare electronic records and transmission.

EDUCATION

- 1990 MBA, Weatherhead School of Management, Case Western Reserve University, Cleveland, USA
- 1988-1989 Bachelor and Master of Science in International Management, INSEEC, Paris, France

OTHER

Languages: **English (Fluent), French (Fluent), Arabic (Fluent)**
Treasurer of the Standard Athletic Club, France