



Stephane Vielcanet

GLOBAL VP DATA & ANALYTICS

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Languages

French (Native)

English (Fluent)

About

GLOBAL VP DATA & ANALYTICS

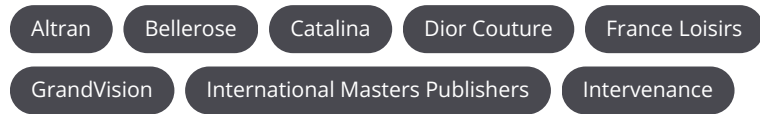
MISSION : TRANSFORM COMPANIES DATA CAPITAL INTO GROWTH DRIVERS THROUGH INNOVATIVE AI/ML AND OMNI-CHANNEL CRM SOLUTIONS

ABOUT : +25 years of experience in Data science, Advanced Analytics, Business Intelligence and CRM in multiple business areas (Retail, CPG, Publishing, Consulting, ...)

Europe Executive team member
Data strategy & Innovation leader
Business partner

Strong Innovation and Transformation leader to grow business and efficiency
Executive leader of International large teams in Europe and Asia (50 people)

BRANDS WORKED WITH



Experience

● – Direction Data Intelligence / Management de Transition (Freelance)

Dior Couture | Mar 2022 - Oct 2022

- Optimize team organization & efficiency
- Optimize CRM data factory process
- Strengthen partnerships with business leaders
- Build client activation & BI solutions to grow business
- Detect business opportunities & risks
- Contribute to 2023 CRM and Data strategy build
- Lead & grow data team
- Manage and secure transition with new Data Director



● Senior Data Consultant (Freelance)

Bellerose | Mar 2021 - Apr 2021

- Educate and engage team leaders into data driven strategy
- Define Data/Tech pre-requisites to enable CRM strategy
- Elaborate CRM strategy priorities with Marketing

● SV DATA CONSULTING – Founder & Owner

| Jan 2021 - Now

Senior expertise & Consulting in Data science, Advanced Analytics, Business Intelligence and CRM

● VP Data & Analytics - Europe/Asia – Exec Team member

Catalina | Jul 2013 - Dec 2020

- Europe Executive Team member
- Co-builder of EU market strategy
- P&L / Mgt & Dev (50 experts in Europe/Japan/India) – 6M€
- Roadmap data strategy definition, delivery and ownership
- Lead Data/AI/ML innovations and teams' expertise to deliver impacting business solutions
- Lead CRM Omni-channel & Datamonetization solutions design & development
- Engage Tech turn to Cloud for Data science and BI delivery (+25% productivity gain)
- Business partnership with country sales leaders to secure clients and grow revenue
- Partner with US HQ in Global Cloud platform project (Azure, Snowflake, Power Bi, ...)

•Build partnerships with Tech solutions vendors to maximize our Data driven solution impacts

● **Executive Director Data science & Analytics - Europe**

Catalina | Jan 2006 - Jun 2013

Build Data & Analytics european department

- Team recruitment, management, development (40 experts in FR/IT/GE/UK + off-shore in India)
- Roadmap Data strategy definition, delivery and ownership
- CRM portfolio solutions ownership
- Business opportunities support



● **Customer Intelligence Director**

Altran | Dec 2003 - Dec 2005

Animate TMIS (ALTRAN group) internal Data science Center of Excellence - 20 consultants

- Build Data science Solutions portfolio to develop a new revenue stream
- Business development support in Pharmaceutical, Telco, Retail, Bank, ...
- Lead client projects at CANAL+, CONFORAMA, SFR, ORANGE, ...

● **Customer Insight Senior Consultant**

Intervance | Feb 2001 - Dec 2003

Business development & Free-lance consulting missions in autonomy

- Providing deep expertise in CRM and Data science technics
- Conforama: predictive modeling, campaign mgt optimization, customers segmentations, expertise & training
- Kantar Worldpanel: Revising and automate data feed process for consumers panels, forecasting models, ...



● **Data & Analytics Manager**

GrandVision | Sep 2000 - Feb 2001

PHOTOMOVE (GRANDVISION spin-off) – web platform for digital photos storage, printing and sharing

- Technical infrastructure design to enable insights and personalized customer marketing
- Web surfing and Analytics tools POC & selection
- GRANDVISION holding (GRAND OPTICAL, GENERALE D'OPTIQUE, SOLARIS, PHOTO SERVICE, PHOTO STATION)
- Mission for Executive team
- Business plan proposal about « Customer Insights & Datamining » Global dpt development

● **Data & Analytics Manager**

International Masters Publishers | Feb 1999 - Aug 2000

Setup Marketing Analytics service to pivot Company strategy from Product marketing to Customer marketing

- Run various data science projects to leverage profitable business opportunities:
- To grow revenue through customer personalized marketing campaigns
- To recruit and retain profitable clients
- To invest on profitable clients to grow customer loyalty and projected revenue
- Contribution to an International Marketing Database project



● **Data & Analytics Manager**

France Loisirs | Apr 1994 - Jan 1999

Setup Marketing Analytics service to move Company strategy from Product marketing to Customer marketing

- Run various data science projects to leverage profitable business opportunities:
- Grow revenue through customer personalized marketing campaigns
- Recruit and retain profitable clients
- Invest on profitable clients to grow customer loyalty and revenue
- Optimize books production and stocks to generate cost savings
- Present and defend projects outputs to Executive team to transform business opportunities

Education & Training

1992 - 1993 ● **Paris IX Dauphine**
Doctorate, Statistics & Computer science

1990 - 1992 ● **Paris IX Dauphine**
Master 2, Statistics & Economics