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**SENIOR PROJECT MANAGER - ECOMMERCE, MOBILE & UX**

Innovative with entrepreneurial spirit. Prince2, Product Owner & UX Certified.

WORK EXPERIENCE: 19 years

Since 05/2018: **L'Occitane, eCommerce Program Manager**, Plan-les-Ouates

At Geneva HQ, In charge of implementing an ecommerce platform for L'Occitane's distributors. Study and RFP to select the solution and vendor. Liaison with local affiliates and vendor management.

Stakeholders: Business, programmers, IS/IT, designers, solution vendor.

Environment: Agile, PMI, SharePoint, MS Teams, Confluence, Jira, GitLab, Solusquare, Adyen, Mercado Pago, Workfront.

03/2015-04/2017: **Nestlé, Mobility & Innovation Project Manager**, Vevey

Industry: Food processing.

At HQ, in charge of the delivery and publication of B2E mobile applications (iOS, Windows and Android), and of coordinating various projects around enterprise mobility.

Projects: Improvement of Nestlé's mobile user journey. Creation of Enterprise Mobility service.

Implementation of Xamarin for mobile apps. MDM audit coordinator.

Stakeholders: Business, programmers, IS/IT, designers, offshore.

Environment: Agile, PMI, SharePoint, SOTI MDM, iOS, Android, Balsamiq, Xamarin, HockeyApp, GLOBE.

02/2014-12/2014: **Nespresso, eCommerce Product Owner**, Lausanne

Industry: Food processing / Luxury goods.

At Lausanne-based HQ, in charge of the deployment of a strategic web platform of customer acquisition, which first internal client is the market generating the biggest turnover in the group (France).

Stakeholders: Marketing, Sales, programmers, architects, UX designers.

Environment: Scrum, PMI, SDLC, SOA, SharePoint, Visio, hybris, CQ5, HP ALM & PPM, Mantis, Magic UniPaaS, Omniture, Jira, Confluence, Cognos, Lengow, Neolane, MS Project, Ogone, SlimPay, AirWatch.

07/2013-09/2013: **Richemont, Digital Business Analyst**, Versoix

Industry: Luxury goods.

Analysis on bracelet management in the Product Catalog (PIM) and the interconnected systems, DAM (Digital Asset Management, PLM (Product Lifecycle Management), ecommerce, ERP.

Stakeholders: Marketing, technical office (PLM), programmers, SAP consultants.

Environment: PMI, Visio, SOA, SharePoint, Utopix Centrix, Celum, Matrix PLM, CQ5, TestTrack, Aris.

07/2012-06/2013: **Orange, Mobile Functional Architect**, Paris

Industry: Telecommunications.

Projects: Migration of the customer desktop website to mobile web and native apps. Optimisation of the incident website (processes and UX).

Stakeholders: Marketing, product managers, project managers, architects, programmers.

Environment: SAFRAN (PMI), Scrum, SOA, Visio, Pencil, soapUI, Mantis, SharePoint, HP QC, SDLC.

01/2012-12/2012: **Finch, Business Developer France**, Nice

Industry: Digital marketing / Cloud.

Finch.com is a web-based solution to optimize the ROI of Google AdWords campaigns. My mission was to prospect new clients and get them enrolled.

Stakeholders: SMB owners, pure players, marketing, commercial, digital.

Environment: Finch, LinkedIn, Viadeo, Skype, Zoho CRM, Google GSuite.

01/2011-06/2012: **Michael Page, Global Online Business Analyst**, Paris

Industry: Recruitment.

As part of a general ISIT migration programme, responsible for the analysis, specification and migration of 36 local country websites (plus mobile websites) to a new platform.

Stakeholders: Regional marketing directors (UK, CEAM, AP), programmers, regional BAs.

Environnement: PRINCE2, SOA, Visio, Google Analytics, Webtrends, Jahia, Jira, HP QC, SharePoint.

12/2009-12/2010: **Jerem System, Web Project Director & COO for Docatus**, Paris

Industry: Healthcare communication / Social networks

At this web startup, In charge of management, strategy and development of a social network for doctors.

- Ensure the business development (partnerships, fund raising)
- Manage the project managers, programmers and community managers (9 people)
- Define the planning and budget of the actions/campaigns
- Create and implement a social media strategy, on and off-site
- Initiate on and off-line marketing initiatives (SEO, AdWords, analytics)
- Screen and recruit internal and external candidates

Stakeholders: Marketing & commercial directors, health authorities, VC, learned societies

Environment: Agile, Google Analytics & AdWords, Trac, LinkedIn, Viadeo, EmailGarage, Piwik

07/2007-11/2009: **Bayer Healthcare, Web Marketing Project Manager**, Lille

Industry: Pharmaceutical industry

In charge of promoting (evangelist) digital initiatives in a pharma (regulated) environment.

- Manage my team (2 people) and people in the projects
- Implement web & e-mailing campaigns (websites, SEO, analytics)
- Train the users on the web tools and support the healthcare professionals
- Perform a business intelligence and make recommendations to the Board
- Evangelize the Business and put POCs in place

Stakeholders: Board, marketing directors, product managers, communication, regulatory affairs, agencies

Environment: Agile, Google Analytics, Sarbacane, MS Project, Lotus Notes, Interwoven Teamsite, Webtrends, Typo3, SeeURank, Piwik, Talentsoft (R.FLEX)

03/2003-06/2007: **Bayer Healthcare, IT Trainer & Support Analyst**, Lille

02/2002-04/2002: **Sodifrance, Training Representative**, Lille

01/2001-10/2001: **PGS Teleperformance, ERP-CRM Consultant & Trainer**, Paris

12/1999-01/2001: **Atos, Support Analyst for Wanadoo (Orange)**, Lille

03/1999-04/1999: **VO Traductions, Assistant Translator**, Lille

EDUCATION

2018: **Full-stack Coding Bootcamp**, The Hacking Project

2017: **UX-PM2 Certification**, UXalliance

2016: **Master eCommerce**, Besançon University

2016: **Digital Transformation Manager Certification**, ProjectManagers.org

2016: **Lean Six Sigma Green Belt**, Digicomp

2014: **Marketing Certification**, University of Pennsylvania - Wharton

2014: **Prince2 Foundation Certification**, PeopleCert

2014: **Professional Scrum Product Owner Certification**, Scrum.org

2012: **Product Manager Certification**, Brainbench

2011: **Inbound Marketing Certified Professional**, HubSpot

2008: **Search Engine Optimization (SEO)**, Ranking Metrics

1999: **Bachelor of Arts in International Business and Trade**, Lille3 Charles de Gaulle University,

1995: **High school diploma in Economics, Social Science & Mathematics**, Louis Pasteur

ADDITIONAL INFORMATION & SKILLS

Management:

- Multi-cultural project management (near & off-shore)
- President of 2 non-profits (Jeunes Espoirs, AdiBAC)
- Past: Leader in youth camps (boy scouts), Organization of musical events

Languages:

- Native French
- Bilingual English (TOEIC: 910/990, C2)

ACTIVITIES

Sport: Basket-ball (national level), tennis, badminton & cycling

Leisure: Music and singing (choir), documentaries, economics and geopolitics, science-fiction

Groups: Afterwork AfriCar, AdiBAC, #HCSMEU, founder of various LinkedIn groups