

## Simon WYCKAERT

Tel: +33.678.85.27.79 (FR) +41.22.575.34.39 (CH)

French Nationality, Swiss work permit (G)

Email: [simon@digitold.com](mailto:simon@digitold.com)

LinkedIn: <http://linkd.in/wyckaert>



## DIGITAL TRANSFORMATION CONSULTANT

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

### WORK EXPERIENCE: 18 years

Since 05/2018: **L'OCCITANE, eCommerce Project Manager (contractor)**, Geneva CH

In charge of implementing an ecommerce platform for L'Occitane's distributors.

05/2017-05-2018: **Entrepreneurial Project**

Etude de faisabilité et analyse pour un projet de startup dans le domaine de la livraison de biens.

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

Industry: Food processing.

At HQ, in charge of the delivery and publication of B2E mobile applications (iOS et Windows), 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, Windows Phone, Balsamiq.

02-12/2014: **Nespresso, eCommerce BA /Product Owner (contractor)**, Lausanne CH

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, Citrix, Sage, Omniture, Jira, Confluence, Cognos, Lengow, Neolane, MS Project, Ogone, SlimPay.

07-09/2013: **Richemont International, Digital Business Analyst (contractor)**, Geneva CH

Industry: Luxury goods.

Analysis on bracelet management in the Product Catalog (PIM) and the interconnected systems (DAM, PLM, 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 (contractor)**, Paris FR

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.

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

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: **Page Group (Michael Page), Online Business Analyst (contractor)**, Paris FR

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 FR

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 FR

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 FR

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

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

12/1999-01/2001: **Atos, Support Analyst**, Lille FR

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

## 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

2009: **Pharma & healthcare marketing**, ISM, Paris

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