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EXPERIENCE

Ipsos Strategy3

Paris, France

Associate Director / Directrice Conseil

2019–2020

- Built practice for "Futures" strategy for potential clients: developed vision, sales strategy and launched pivotal deck.
- Developed and sold 4 business proposals to multinationals for envisioning growth pathways and guiding innovation strategy in 1-year old start-up team. Lead on projects include: identification of growth areas for global food client based on trend forecasts and social intelligence; in-depth qualitative and secondary research study of French lottery market for Japanese client.

HUM Nutrition

Los Angeles, CA, USA

MBA Internship – Strategic Expansion

Summer 2018

- Presented market-entry recommendations based on research & evaluation of 6 new markets.

EqualLife Group, Ltd.

Nairobi, Kenya

Head of Marketing and Sales

2017

- Defined customer segment through competitor and behavioral analysis and led initial outreach initiative to those potential clients.
- Identified and implemented CRM, systematized manager training and developed sales procedures.

Sanergy, Inc.

Nairobi, Kenya

Head of Agricultural Products Marketing | Fellow, Marketing & Branding

2015–2016

- Developed data management and call center processes generating a 30% increase in leads.
- Established Facebook strategy enabling access to 500,000+ new potential customers in urban areas.
- Interfaced with management across 6 teams to complete 9 product/marketing-related projects.

InnovateCV, Inc.

New York, NY, USA & Jakarta, Indonesia

Project Manager | Brand Specialist & Graphic Designer

2012–2014

- Directed global product sales & hardware installation for client (United Nations Operations).
- Doubled mobile app downloads by pioneering App Store Optimization (ASO) strategy.
- Obtained 15+ clients across Asia for pilot of commodity shipping software.

MediaBank, LLC

New York, NY, USA

Web Designer & Marketing Communications Specialist

2011

- Supervised team of 3 designers and developers to redesign corporate website.
- Built prototype of e-learning center for proprietary software adopted by all 73 clients.

EDUCATION

INSEAD

Singapore/France

MBA Class of December 2018

2018

INSEAD Alumni Fund Women's Scholarship, Pres of Design & Innovation Club, GMAT: 720 (95th percentile)

WELLESLEY COLLEGE

Wellesley, MA, USA

Bachelor of Arts, Economics (Study abroad: SIT Sustainable Development program in Brazil)

2011

ADDITIONAL INFORMATION

Freelance Consulting: Research, marketing and strategy development for mobile apps, edtech, hospitality, agroforestry, luxury goods, and NGO clients.

Work authorizations: USA & EU

Languages: English (native), French (native), Portuguese (beginner)

Technical competencies: HTML, CSS, Wordpress; Adobe Creative Suite

Interests: Women in Innovation in France (Founder & Network Director), mountain hiking (Mount Kilimanjaro, Erta Ale, Laguna de Los Tres), backgammon competitions.