

# Claire de la Mothe Karoubi

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## EXPERIENCE

**CDLMK Innovation - [CLAIREDLMK.COM](http://CLAIREDLMK.COM)**

**Paris, France/Remote**

**CEO 2020–Present**

- Founded Innovation Consultancy while launching network for Women in Innovation in France. First clients include Oak National Academy (UK EdTech) & Future Leaders Foundation.

**Ipsos Strategy3**

**Paris, France**

**Associate Director ("Directrice Conseil")**

**2019–2020**

- Built practice for "Futures" strategy: developed vision, sales strategy and launched pivotal deck.
- Lead on projects include: identification of growth areas based on trends and social intelligence for global food player; qualitative analysis of French lottery market for Japanese client.
- Sold 4 proposals to multinationals envisioning growth pathways and guiding innovation strategy.

**HUM Nutrition**

**Los Angeles, CA, USA**

**MBA Internship – Strategic Expansion**

**Summer 2018**

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

**Equalife Group, Ltd.**

**Nairobi, Kenya**

**Head of Growth**

**2017**

- Prepared for successful sale of company thanks to operations optimization: identified and implemented CRM, systematized manager training and developed sales procedures.
- Led outreach to new target segment, defined through competitor and behavioral analysis.

**Sanergy, Inc.**

**Nairobi, Kenya**

**Head of Agricultural Products Marketing (promoted) | 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 (promoted) | 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**

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

## EDUCATION

**INSEAD**

**Singapore/France**

**MBA, Class of December 2018**

**2018**

INSEAD Alumni Fund Women's Scholarship, President of Innovation Club, GMAT: 720 (95<sup>th</sup> percentile)

**WELLESLEY COLLEGE**

**Wellesley, MA, USA**

**BA, Economics** (Study abroad: Sustainable Development & Social Justice, Brazil)

**Dec 2010**

## ADDITIONAL INFORMATION

**Freelance Consulting:** Research, marketing, branding and strategy development for 10+ clients pre-MBA.

**Work authorizations:** USA & EU

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

**Technical competencies:** HTML, CSS, Wordpress; Adobe Photoshop; proficiency with many CRMs.

**Hobbies:** Founder: Women in Innovation in France; Mentor for Live for Good; Backgammon Competitions.