

CURRICULUM VITAE – ETIENNE GONSETTE

25 years of experience in digital sector (Belgium and Europe) from international group and Belgian companies. Deep knowledge in the financial, institutional, insurances and pharmaceutical digital sector. Deep knowledge in digital transformation processes & behavioural customer experience, digital media and digital strategies.

Deep fan about data and mainly data analysis with a pragmatic point of view. Action minded. CRM MS DYN expert and Business Process Analyst

PROFILE

Last name	Gonsette
First name	Etienne
Date of birth	17/05/1961
Nationality	Belge
Gender	M
Social Status	Consultant
Availability	N.A.

PROFESSIONAL REFERENCES

Company	Contact name	Relationships type	Contact details
Keytrade Bank	Raphaël D'Ostuni	Operational Manager	02/225.18.59
Emolytcs - UCL	David Frenay	General Manager	0472/34.74.00
Partenamut	Luc Van Melaerts	Dir Mkt and Sales	0475/38.93.53

EDUCATION

- College: Institut Saint Berthuin – Malonne
- Superior sciences course: Special Maths – Collège Saint-Michel
- University: Master degree in Psychology and Sociology – ULB

CERTIFICATIONS

- Freudo-Lacanian Psychanalyst since 2005
- Member of the Digital Strategic Board Havas in 2006
- Associate Professor UCL Group (Sint Louis University – ICHEC – ISFSC)
- Member of CRM UG Dynamics 365 (Microsoft)

LANGUAGES

	French	Dutch	English
Spoken	Native	Basic	Good
Written	Native	Basic	Good
Comprehension	Native	Good	Fluent

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PROFESSIONAL EXPERIENCE	
Company	Union des Mutualités Libres (Partenamut – Omnimut – ZiekenFonds Mutualiteit and Partena Pro)
Client	Consultant mission via Ariad Group (Senior Consultant company)
Period	June 2017 until now (full time)
Role	Digital transformation expert & CRM Owner
Tasks	<ul style="list-style-type: none"> • Digital transformation partner • CRM Architect • Business analyst • Data analyst • Trainer & train the trainer • Methodology advices
Tools	CRM MS DYNAMICS 2016 8.0/9.0, Click Dimensions, MS AS 400, Tealium, Albert, Leadsbridge, SiteCore, TABLEAU, and of course MS Suite
Environment	<ul style="list-style-type: none"> • CRM MS is the strategic tool to assume transversal acquisition channels • Convince more than 500 collaborators using the CRM as central way to work • New way to work together – new company culture. Deep involvement in change processes. • Qualitative insights for the user experience multi channels and multi devices
Methodology	Agile Methodolgy (JIRA – Sprint – SCRUM mastering – BPMN,, ...)
Company	Emolytics (UCL Spin off) User experience statistical tool
Client	Keytrade bank, Campari, Ores, MSF, Forem, Bayer, Sanofi, TEC, Greenpeace, Groupe L’Avenir, Sodexo, SDWorx,
Period	2016 – until now (part time 3 days/week)
Role	New business manager & scientific advisor
Tasks	<ul style="list-style-type: none"> • Acquisition of new clients • Methodology advices • Articles writer
Tools	Slack, Hubspot, Google tools, Trello
Environment	<ul style="list-style-type: none"> • Statistical solution to explore the emotions from the the user. • Qualitative insights for the user experience multi channels and multi devices
Methodology	N.A.

Company	UCLouvain (FUSL – ISFSC)
Client	N.A.
Period	2016 – until now
Role	Associate professor Final report promoter
Tasks	Course 1 – MA1 : Stratégie de l'information interactive et collaborative (Master) Course 2 – MA2 : Digital Marketing
Tools	N.A.
Environment	Academic
Methodology	N.A.
Company	Digital Strategist as a consultant
Client	Carrefour Finance, Peugeot PSA, Takeda Group, Cefora, AGC, Manutan, Remy Cointreau, Fortuneo Bank, Puilaetco Dewaaye, Confederation de la construction, FEGC/FABA, ...
Period	2010- until now
Role	As a consultant: Mission as digital strategist mainly focused in information architecture and user behaviour (Ux, UI, User journey)
Tasks	<ul style="list-style-type: none"> • Digital strategies • Data analysis • Information architect • Project leader (Carrefour Finance, Fortuneo)
Tools	<ul style="list-style-type: none"> • Google Analytics • Double Click Platform • All MS suite • Usability Laboratory (ULB) • Emolytics (User experience “emotional” statistical program)
Environment	<ul style="list-style-type: none"> • Financial sector • Pharmaceutical sector • Institutional sector
Methodology	<ul style="list-style-type: none"> • Strong collaboration with the UX designers • U-lab with ULB • Focus group • Beta testing
Company	Bewan - Oxalis
Client	AGC, SNCB, Cofidis, Festival Couleur Café, Emirail,
Period	2008-2010
Role	Managing Director

Tasks	<ul style="list-style-type: none"> • Reorganization of the team, products and services • Management Team • New customer acquisition • Develop an offshore company in Tunisia
Tools	<ul style="list-style-type: none"> • N.A.
Environment	<ul style="list-style-type: none"> • IT Company (Body Shopping)
Methodology	Internal ERP & CMS
Company	Euro RSCG 4D (actual Havas Digitas)
Client	Peugot, ING, Côte d'Or, Cyberlibris, Just&Only, Groupe Danone, Vichy Cosmetics, Evian, Galeria-Inno, LU, Assurance de la Poste, Canal +, Citroën, ...
Period	2001-2008
Role	Managing Director
Tasks	<ul style="list-style-type: none"> • Reorganization of the team, products and services • Management Team • New customer acquisition • International reporting
Tools	<ul style="list-style-type: none"> • Euro RSCG 4D ERP & CMS • Webtrends for the statistical analysis • Typo 3 for the web CMS
Environment	Communication agency : so multi sector environment
Methodology	MS Project
Company	DAD (Actual LBI Belgium)
Client	Belgacom, Skynet, Société Générale de Paris, Toyota, BMW, Fortis, Actel Direct, Accor, IBA, ...
Period	1997-2000
Role	Digital Strategist
Tasks	<ul style="list-style-type: none"> • Elaborate the digital strategies for the main DAD's Clients • Digital consultancy for the financial sector: SGP & Fortis • Creator and Analyst for the study "Perception of the Internet in Belgium and potential e-commerce." 5,500 subjects. Behalf of DAD, in collaboration with ULB and McKinsey.
Tools	<ul style="list-style-type: none"> • HTML, Flash (V1), first IAB display standards • Webtrends, Stalist & Netstat for the statistical analysis
Environment	<ul style="list-style-type: none"> • Telco • Financial • Automotive • Medical

Methodology	<ul style="list-style-type: none"> MS Project SPSS Statistical program for the study (cluster analysis and variance analysis)
Company	Size communication Agency
Client	Microsoft, Adaptc, Ericsson, Siemens, Cisco Systems, Global Sign, ...
Period	1995-1997
Role	Strategic Director
Tasks	<ul style="list-style-type: none"> In charge of the communication strategies of all the agency's clients
Tools	<ul style="list-style-type: none"> Marketing & Communication documents from the clients Initiator of the Size Communication Survey - Study on the perception and use of media related to new technologies (in collaboration with the ULB and Roularta Group)
Environment	<ul style="list-style-type: none"> IT
Methodology	MS Project and media planning via media agencies + SPSS Statistical program with ULB (cluster analysis and variance analysis)
Company	Opus-Loewe Troost Agency
Client	Too many clients in charge
Period	1991-1995
Role	Account Manger
Tasks	<ul style="list-style-type: none"> Account Management for clients such as: Delhaize, Seat, Toshiba, Lafarge, Vif/L'express, ... Strategic planning and mass media planning
Tools	Marketing & Communication documents from the clients
Environment	Communication Agency (multi sector environment)
Methodology	Classical methods for the project management
MANAGEMENT SKILLS	
<ul style="list-style-type: none"> Analytical Mind Teamwork Objective driven Open minded and attentive to other Curious 	
TECHNICAL SKILLS	
<ul style="list-style-type: none"> Emolytics Google Analytics, Double Click Web trends, SPSS? Albert (AI) MS Suit DYNAMICS 360 (CRM MS), AS 400 SITECORE, EXM, ... Sharepoint 	

