



Cecilia Goutran
Specialized Master at ESSEC
Engineer (IMT Atlantique)

Junior Consultant for SémioConsult

Contact

Mail: goutran@semioconsult.com

Tel: +33 (0)6 72 23 85 60

Website: www.semioconsult.com

25 years old

Education

- 2019 – Advanced Master’s in Strategy and Management of International Business, ESSEC Business School (Paris, France).
Thesis title: “How location-based marketing can impact customers’ loyalty?”
Specialization in Strategic Branding, C-Centric Strategy and Global Growth Strategy
- 2018 – Engineering Degree in Risk and Performance Management, IMT Atlantique (Nantes, France).
Specialization in Lean Management and Continuous Improvement (Greenbelt initiation)
- 2018 – Master’s Degree in Management Engineering – Exchange program, Politecnico di Milano (Milano, Italy).
Specialization in Operations and Quality Management
- 2015 – 2018 – Scientific Preparatory Classes (Major in Engineering Science), Collège Stanislas (Paris, France).

Areas of Expertise

- Strategic Brand Management, Digital Marketing, Marketing Strategy, C-Centric Strategy, Customer Experience, Customer Service
- Qualitative research methodology, structural semiotic analysis, semi-structured interviews, data analysis
- Design Thinking, Lean Start-up, Agile Methods
- Problem Solving : DMAIC, PDCA, A3Thinking, 5 Why, Ishikawa, Pareto
- Lean Methods : 5S, 6 Sigma, Kanban, Kaizen, FMEA, SMED, VSM, AMDEC, Lean Game
- Graphic Design : Photoshop

Languages & Certificates

French: mother tongue / English: bilingual / Italian: fluent / Spanish : fluent

Certificates: TAGE-MAGE, IELTS, Cambridge Certificates.

Professional Experience

➤ Junior Consultant, SémioConsult, Paris, Vichy, Singapore & Venice – Since 2019

- Consulting missions in strategic brand management and brand positioning.
- Brand Identity definition.
- Ethnographic & netnographic studies of consumers.
- Semiotic studies.
- Assessment of counterfeiting impacts on consumer-based brand equity.
- Expertise on the luxury/premium sector.

SémioConsult is also an official training institute, providing custom-made training seminars to companies and official entities.

Some References: Illy, Chanel, Loro Piana, Krug, Salvatore Ferragamo, Sisley, ST Dupont, Ermenegildo Zegna, Pierre Fabre, Ipsen, Pernod Ricard, EyeLike, Savonneries de l'Atlantique, Champagne Collet, Groupe IGS, TravellerMade, Peplum, Il Viaggio, Beau, abcluxe.com, Kenneth Cobonpue, Dentelle de Calais-Caudry®, Australian Wine Research Institute, Hapyface.fr, Kalypse, ONU (OMPI), INPI, OMPIC, French Ministry of Economy...

➤ Business Developer, ABD Distribution, Paris – Since 2019

- Global strategy definition: business plan, market analysis, competitive positioning, brand image
- Product development and marketing strategy: launch of innovative products, marketing mix, resource allocation, offer design, MROI, customer insights, merchandising management
- Lead acquisition and nurturing, participation in trade shows B2B and B2C (Taste of Paris, Veggie World), sales follow-up with KPIs
- Partnership developments with restaurants and food chains : Jour, Caterina, Foodchéri
- CRM implementation : customers data base management, qualitative follow up of orders
- HR Department management : recruitment process, interviews, contracts

➤ Junior Consultant, Sia Partners, ESSEC, Paris – 2018-2019

Customer Experience: Experience Map definition and pain points resolution for customers of OUI.Sncf

- Analysis of the customer journey to define the Experience Map and the personas, identification of major pain points and analysis of satisfaction reports
- Prioritization of opportunities and quick wins to solve the different pain points ordered by importance regarding business performance and satisfaction level
- Organization and animation of workshops based on the Issue Tree methodology to understand the root causes of customers' issues and pain points

IT Strategy: Software Asset Management implementation to prevent VEOLIA from a €3 million fine

- Customized SAM organization: definition and formalization of processes, inventories on purchased licenses and on installed software, inventories and data analysis, quick wins cost optimization plans
- Restitution of the results to the Board of Managers and Directors twice a month

Marketing Strategy: Customer Service improvement and optimization for VEOLIA

- Leader of the client's team: process analysis, request management, ticketing management, asset management, performance management with SLA and KPI
- Organization of interviews and workshops with the team, related services and their outsourcer to optimize and formalize processes
- Implementation of a lean management spirit, continuous improvement guidelines and best practices through weekly meetings

Procurement organization and strategy reworks for GEDEX-GEDIMAT

- Understood and defined the need of the customer
- Collected data from all franchisees on tariffs, end-of-year discounts and supplier ratings
- Analyzed data on a regional scale
- Prepared regional meetings with the franchisees to develop a new negotiation strategy with all suppliers

- Worked with the new Director of the Purchase Department to build a strong relationship with the franchisees and the suppliers
- **Project Manager, Altran Belgium – 2017**
- Recruitment process optimization for the Life Sciences division and the Solution Center (pharmacists, engineers and buyers), sourcing, pre-screening, HR interviews
- Weekly follow-up and presentations of the results and the KPI for strategic recruitment targets to the Board of Managers and Directors.
- 5S project with the Operational Excellency team: implementation of a user interface in VBA for a database

Professional Memberships

- **Luxe Partenaires – Since 2019**

Member of a network composed of professionals from the Luxury industry and artists

Passions & Leisure

- Synchronized Swimming – at competition level
- Water Polo and Swimming – Former captain at IMT Atlantique
- Car enthusiast – design, trade shows, motorsport
- Opera and Classical Music – Former Classical and Modern Ballet Cancer
- Art & Design
- Reading