# Thomas BABEY

### Manager in Digital Strategy and Business Transformation

#### Digital expert and team leader with more than 9 years of experience in digital project management and digital strategy. Flexible, result-oriented, rigorous, autonomous and collaborative team manager. Committed to the digitalization of businesses and the creation of innovative customer experiences. Used to working in close collaboration with the various departments involved in business transformation.

#### ****EXPERIENCE****

##### Manager in Digital Strategy and Business Transformation – Maestis January 2019 - present

* Leading Front to Back Digitization for Union Financière de France (AVIVA subsidiary)
	+ In charge of redefining the entire experience and processes from Front Office (Customers - Advisors) to Back Office (Operations - Partners)
	+ Identify key areas of improvement in user journeys for clients related operations and requests management
	+ Propose digital solutions to improve customer, advisers and middle office manager experience
	+ Coordinate the outsourcing of the dematerialization of client related documents to a Business Process Outsourcing (BPO) partner
	+ Lead the teams in charge of implementing a Business Process Manager (BPM) to manage client related operations workflows
* Maestis’ development
	+ Lead of external communication stream
	+ Build and launch of Maestis’s Customer Experience go to market
	+ High involvement in firm’s development (recruitment, commercial proposals, events organization, ESSEC Business School students’ mentorship…)

##### Digital Project Director – Printemps January 2018 - December 2018

* Reporting to the Head of Digital Marketing
* Leading digital Customer Experience roadmap addressing several digital touchpoints:
	+ Websites: Printemps.com including Printania loyalty program, Corporate website, E-Commerce pilot
	+ Mobile Apps: Printania, “Mon Printemps” for employees, sales experts App, In Store Geolocation
* Leading digital marketing project team
* Monitoring road map progress, mitigating risks and issues
* Optimizing delivery processes

##### Senior Digital Consultant – Deloitte Digital January 2016 - January 2018

* Program Management for Total SA – Digital platform unification program for Marketing & Services websites
	+ Led the launch of a new digital platform for Marketing & Services and migrate about 100 websites while unifying User Experience (methodology, governance, roles and responsibilities, reporting to Sponsors)
	+ Manage project managers and development teams
* Digital Consulting for Alstom Transport – Consulting on « Enterprise Content Management » projects
	+ Scoping and requirements gathering for the launch of the new Alstom.com website on Drupal technology
	+ Conduct of a web factory project aiming to digitize Alstom responses to calls for tenders for railway solutions
* UX Consulting for Pichet Group (Real Estate) – Imagining the new Pichet.com personal account UX
	+ Imagine the new Pichet.com personal account for clients and prospects
	+ Leading cross businesses workshops using Design Thinking
	+ Creation of personae, customer journeys and Experience Model Canvas
	+ Designing of an advanced functional prototype (Axure) for C-Level presentation
* Deloitte Digital User Experience offer development

**Senior Digital Project Manager – BETC Digital (Havas) January 2014 - January 2016**

* Launch of Schneider Electric’s new global digital platform (schneider-electric.com) including several international websites: Corporate, B2B, B2C, Partners
* International project team management (Boston, Hong Kong, Warsaw, Paris, Grenoble)

**Digital Project Manager – Digitas (Publicis) April 2010 - January 2014**

* Leading several projects aiming to improve Nissan clients’ personal account (YOU+NISSAN for 26 countries)
* Internal consulting: responses to tenders (scoping and definition of the more suitable methodological framework), punctual interventions on complex projects, operational support to agency’s project management teams
* Management of several digital projects (Website, Intranet, e-commerce, corporate…) for Longchamp, The Kooples, Sodebo, Baccarat, Quick, Universal Mobile, ERDF

#### ****EDUCATION****

**Annual course – Stéphane André’s Public Speaking School September 2017 - June 2018**

Theoretical knowledge, practical exercises and filmed simulations to improve public speaking performance in any situation (professional or personal).

**Master’s degree in Marketing & Management – IDRAC Business School October 2005 - October 2010**

Professional thesis: “Professional Thesis: In a context where companies tend to internalize digital resources, what could be the innovations that Digitas may put in place to curb this phenomenon?”

#### ****SOFTWARE****

Microsoft Office & Project, Axure, InVision, Sketch, Figma, Balsamiq, Jira, Redmine, Photoshop, Trello, Podio, Adobe AEM, Drupal 7/8, Hybris 6, HTML, CSS, Javascript.

#### ****LANGUAGES****

* French: native
* English: full professional proficiency
* Spanish: notions
* Chinese: notions

#### INTERESTS

Passionate about tailoring and shoe making, philosophy, self-improvement, jazz record collecting from 60’s & 70’s.