Charlotte Clerx, M.Sc.



# Relevant Skills

* Customer relationship management
* Facilitation of customer UX journeys
* Market and product segmentation

# Professional Experience

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04.11.1999

* Strategic forecasting
* Project management
* Storytelling and sales pitches

Mar 2023 - Current **Internship Strategic Office & Global Ventures - Zurich Insurance** *Zurich, Switzerland*

* + Shaped the 2025 Strategy for the Group Audit of 200 people to increase digitalization and simplicity by 30% and built a multi-channel communication plan.
  + Redesigned GA’s internal information sharing platforms to reduce complexity and facilitate the onboarding experience.
  + Compiled technological and sustainability trends in 200+ companies to keep abreast with

new products, and working processes.

* + Created the storyline of the sales pitch for a digital employee benefit platform providing insurance, wellbeing, discounting 500k gig workers in 33 countries, expected to break- even by 2025.
  + Marketed 5+ seminars and organized the general assemblies for InsureTech

Sep 2022 - Mar 2023 **Internship Strategy & Innovation Consultant - Capgemini** *Zurich, Switzerland*

* + Drove a project to create an incubator program with ETH students to jointly create and grow social impact ventures.
  + Delivered 20+ RFP’s in digital transformation with consistent record of meeting timeline scope and budget requirements for 3 - 15 billion revenue clients.
  + Facilitated the customer journey with a leading AGtech to identify a new Martech strategy.

# Educational Background

Sep 2021 - Jan 2023 **M.Sc** : **International Management - Universidade NOVA SBE** *Lisbon, Portugal*

* + Coursework in risk- and portfolio management, M&A, strategic business expansion.
  + Thesis: The impact of leadership on talent retention strategies.
  + GPA: 8.55/10.

Sep 2021 - Jan 2023 **M.Sc** : **Strategy & Innovation - Maastricht University** *Maastricht, Holland*

* + Coursework in statistical modelling, thought leadership.
  + GPA: 7.5/10.

Sep 2018 - Jun 2021 **B.Sc** : **International Business - Maastricht University** *Maastricht, Holland*

* + Coursework in capital and VC funding, due diligence.
  + Erasmus semester at SGH *Warsaw, Poland*
  + GPA: 8.2/10.

# Languages

English: full proficiency, German, French, and Spanish: Upper Intermediate, Dutch: Native (EF language exchange in Barcelona, Madrid, Cambridge, San Diego, Nice)

# Core Skills

Microsoft Office Suite, people and communication skills, leadership and can-do attitude, time management

# Interests & Other achievements

Outdoors sports and fondue, TED talks, organizing own flee market, maintaining several corporate social media accounts

# Volunteering activities

Member of PREMIUM excellence program, the Social Investment Club, and the Beta Gamma Sigma society for honoured students