

# Cecile Farriaux

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## Education

### UC BERKELEY, BERKELEY, USA

January 2020 - May 2020

*Learn2Launch, 3-months hands-on entrepreneurship program*

Developing a circular fashion venture. Customer discovery and building a 2nd-hand price prediction algorithm.

### HEC PARIS – ECOLE POLYTECHNIQUE, PARIS, FRANCE

September 2017 - May 2020

*MSc X-HEC Entrepreneurs, Master in Management Grande Ecole*

GPA: 3.85, GMAT: 740

Course: Web Development, Python, AI/ML, Scaling startups, Startup Finance, Energy ventures, Excel Modeling.

### COLUMBIA – SCIENCES PO PARIS, NEW-YORK, USA / REIMS, FRANCE

September 2015 - May 2017

*Dual Bachelor of Arts in Financial Economics*

GPA: 3.98, Summa Cum Laude, Honor Society, recipient of a merit scholarship

Course: Entrepreneurship, Strategy, Marketing, Corporate Finance, Financial Markets, Econometrics.

### UNIVERSITY OF REIMS CHAMPAGNE-ARDENNES, REIMS, FRANCE

September - May 2015

One-year Physics and Chemistry bachelors, completed while at Science Po.

## Professional experience

### FUJITSU TECHNOLOGY SOLUTIONS, PARIS, FRANCE

February - August 2019

#### Strategy Officer for the CEO

- Launched a 6-month agile transformation project, acting as project manager and scrum master.
- Piloted a 12-person internal consulting team for strategic sales.
- Consolidated 15 prioritized objectives for the year and created a KPI dashboard to drive activities.

### C4 VENTURES, LONDON, UNITED KINGDOM

September 2018 - January 2019

#### Venture Capital Investment Analyst

- Sourced and evaluated 20 opportunities per week by participating in events and meeting entrepreneurs.
- Engaged in due diligence around market, business model, KPIs, competition and business plan.
- Researched 3 sectors: smart hardware, future of commerce and digital media.

### N26 GROUP, BERLIN, GERMANY

June - August 2018

#### Product Management Intern

- Supported the COO in a cross-cutting initiative to improve the customer experience.
- Directed user research to improve app experience before users seek support.
- Prioritized top 30 customer issues based on business impact and carried out analyses to inform solutions.
- Created processes to proactively identify new issues and arbitrate bug fixing vs new features.

### TRAINING ORCHESTRA, NEW-YORK, USA / PARIS, FRANCE

July 2016 - May 2018

Training Management Software expanding to the US post fundraise

#### Business Development and Product Marketing, part-time

- Adapted positioning and marketing strategy to the US market: new website, content, social, SEO.
- Analyzed market trends to deliver presentations to potential partners and customers alongside the CEO.
- Qualified 250 leads including CEOs and training directors at 6 HR/edtech tradeshow in the USA.
- Structured marketing, business development and sales operations between France and USA teams.

### INFRONT ANALYTICS, PARIS, FRANCE

June - July 2015

Financial Analysis Platform

#### Product Development Intern

Created a framework to analyze financial industry companies, which was integrated in the product.

## Languages and Technology

Languages: French (Native), English (Fluent), Spanish (Fluent), Japanese (Intermediate), German (Beginner)

Technology: Python, R, SQL, JIRA/Confluence, HTML/CSS, Figma, Whimsical, Marvel, PowerPoint, Excel

## Additional Information

- **Start'HEC, Communications Manager:** Promoted Entrepreneurship Events on the HEC Campus
- **Sciences Po International Association, Co-Founder and Co-President:** Supervised a team of 11 students to organize festivals, language exchanges and newsletters
- **Sciences Po Rotaract, Head of Events:** Managed 3 fundraisers for the association Shelterbox, launched cultural exchange program
- **Interests:** Applied Arts (5-year program at the Louvre, personal creations), guitar (self-taught), hiking (10+ Hikes in the USA, Canada and Latin America including peaks of 5200m and 6000m)