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Based in Paris, France

Open to worldwide remote mission



CORE COMPETENCIES

- Business Analysis & Requirements Gathering
- Stakeholder & Team Coordination
- Agile / Scrum : Jira, Confluence, backlog management
- Data & Reporting – Power BI dashboards, SQL queries
- Systems Integration – REST API & XML interfaces
- UAT, Testing & Go-Live Support



SALESFORCE PROJECTS

- **Sales Pipeline Manager** – Built an end-to-end sales visibility app using Flows, validation rules, dashboards & reporting.
- **SLA Automation Framework** – Designed SLA tracking with response timers, escalation & performance dashboards.



TECHNICAL SKILLS

- **CRM & ERP** : Salesforce, Efficacy Enterprise CRM, Pléiades e5 HRIS, GXP Link HRIS
- **Languages / Development**: PL/SQL, JavaScript, PHP, Shell, CSS, HTML
- **Data & Reporting**: Power BI, SQL (Oracle, PL/SQL)
- **Tools** : Jira, Confluence, EasyVista, SharePoint, Teams, TFS, Siebel



LANGUAGES

- French : Native
- English : Professional working proficiency



EDUCATION

- 2014 : Master's Degree in Solid Mechanics Modeling
 - Université Pierre et Marie Curie (UPMC – Paris VI)
- 2011 : Bachelor's Degree in Mechanical Engineering
 - Université Pierre et Marie CURIE, Paris VI

FAISSAL FROUG

Business Analyst | CRM / ERP / Salesforce | Process & Data Modelling

Business Analyst and IT Project Manager with 9+ years of experience in ERP & CRM. **Proven expertise** in gathering requirements, delivering functional specifications, and coordinating multi-squad Agile projects. **Strong track record** in GDPR compliance, data migration, and process optimization for large-scale organizations (15,000+ users). Currently expanding my expertise with Salesforce through hands-on projects.

Professional Experience

Fondation du Patrimoine - Non profit organization

06/2024 – 06/2025

CRM Business Analyst – Freelance

- **Gathered user requirements** and facilitated business workshops
- **Drafted** detailed functional specifications
- **Designed REST API requests using POSTMAN** and integrated third-party systems
- **Developed SQL queries feeding Power BI dashboards** for 3 business teams and 20 users – reduced analysis time by 40%
- **Authored a troubleshooting guide** for occasional interface bugs

PICARD Surgelés - Retail / Food Industry

07/2019 – 10/2023

HRIS Business Analyst – Freelance

- **Facilitated business workshops** to define Time & Attendance (T&A) requirements
- **Drafted the requirements specification** and validated it with IT management and the software vendor
- Contributed to the Pléiades **migration** from e5 to 4YOU (5,000 employees)
- **Authored functional specifications** and monitored subsequent developments
- Participated in **GDPR compliance implementation**
- **Implemented data flows** feeding peripheral HRIS tools

ADP GSI - HRIS Software vendor

11/2018 – 06/2019

Business Analyst – HRIS / PL-SQL Developer

- Enhanced the Time & Attendance (T&A) GXP Link solution :
 - Improved reliability through PL/SQL procedures, boosting user satisfaction and **reducing anomalies by 80%**
 - Utilized PL/SQL via DBHawk
- Provided client support on the Time & Attendance (T&A) module :
 - Contributed to **developments**, performed deliverable **testing**, configured the HRIS, and resolved anomalies
 - Reduced backlog by 10%

Sopra HR - HRIS Software vendor

04/2016 – 11/2018

ERP/HRIS Business Analyst – Data Migration Lead

Led data migration activities from Pléiades CS HRIS to Pléiades e5

- Managed and scheduled projects for 4 clients (12,000+ employees)
- **Migrated data** from non-relational to relational databases
=> using SQL Developer and Oracle databases

ERP Consultant

- Configured the HRIS : created interfaces and data consistency checks for 30+ major clients
- **Analyzed and drafted detailed functional specifications**