

## ABOUT THE AUTHORS

Guillaume Lecuyer is Senior Product Marketing Manager at Visiativ. Graduate from Telecom Paris Sud, he worked in sales at Oracle EMEA before joining the CRM product management team at in California. He came back to France in 2005 to manage the CRM product strategy, still at Oracle. After 3 years at Coheris as a VP for Marketing, he joined Visiativ to supervise the strategy for marketing and product development.

Clément Levallois is professeur agrégé, ancien élève de l'école normale supérieure and Associate Professor at em **lyon business school**, where he conducts research projects in data mining, data visualization and network analysis in various fields of social sciences. His teaching activities center on the transmission of a digital culture to students and executive participants. Clement is an avid Java coder and a supporter of Gephi, the leading software for network visualization. In a previous academic life, he researched the history of economics and biology in post-war U.S.A. His past and current projects can be seen at <http://clementlevallois.net>, and he can be reached on Twitter at @seinecle.

