

Alix Lamotte

Phone: +33 7 88 78 06 34 · alixlamotte@outlook.com · [Linkedin](#)



EDUCATION

HEC Paris, France

Paris, France

Master in Marketing

Sep 2023 - May 2024

- **Master thesis:** How has technology been used to gamify decision-making in financial digitalization?
- **Certificate:** Strategy for Impact by Mazars | Consulting, Business Transformation and Strategic Governance.
- **Reference:** Upon Request

HEC Montréal, Canada

Montreal, Canada

Bachelor of Business Administration, double major: Marketing and Accounting

Sep 2019 - May 2023

- **Awarded two Entrepreneurship Scholarships** for the creation and testing of Business Models, and for generating revenue
- **Major GPA:** 3,86

WORK EXPERIENCE

HEC Business Game

Paris, France

President

Sep 2023 - Apr 2024

- Managed a 50k€ budget, leveraging new revenue streams and implementing growth strategies, to achieve a 10% revenue increase.
- Crafted innovative customer experience for more than 200 individuals, including 150 participants and 50 industry professionals.
- Led an IT project for improved front-office operations, resulting in a [3-10]% yearly budget improvement.

KPMG

Montreal, Canada

Audit - Staff Accountant Intern

May 2023 - Aug 2023

- Sourced startups to collaborate with Montreal's largest incubator, as an intrapreneur and secured a lead for Venture's team.
- Generated 500k+ views and 30+ leads for the HR team by maximizing lead generation and conversion strategies.
- Mastered 3 accounting tools to support auditing teams on current projects and methodically audit financial procedures.

Air Liquide

Montreal, Canada

Digital and E-commerce Marketing Intern

May 2022 - Jan 2023

- Optimized online channels and increased the storefront (welding consumer goods) catalog by 25% using Oracle Cloud.
- Contributed to a €500k digital transformation initiative (P.I.M. implementation), leading to a 5% annual sales increase.
- Improved e-commerce product descriptions by 30%, by analyzing data to enhance customer experience and satisfaction.

Société Générale Corporate & Investment Banking

Montreal, Canada

IT Risk and Cybersecurity Communication Intern

Sept 2021 - Nov 2021

- Played a pivotal role in the organization by designing a newsletter distributed to over 10,000 top managers and executives.
- Implemented innovative ideas and set up online project meetings, accelerating the newsletter process by 20%.
- Enhanced my presentation and communication skills by collecting data from a highly diverse team: Tokyo, New York ...

Les Bons Élèves

Montreal, Canada

Startup Founder | 6 months Incubator Program at "La Base" HEC Montréal

Jan 2020 - Jul 2021

- Developed a digital prototype in 5 weeks then launched a test that generated 27 sales within 4 weeks, using lean methodology.
- Dove into self-learning web development, hosting, and basic automation processes using no-code tools, driven by curiosity.
- Developed a forward-thinking business model, turned disruption into opportunity, and drove growth in dynamic markets.

EXTRACURRICULAR ACTIVITIES

Venture Capital Analyst Certificate

Paris, France

EntryLevel.net

Aug 2023 - Sept 2023

- Completed a 6-week certification (50-60) hours, to enhance startup funding knowledge and business modeling best practices.
- Curriculum: Stakeholders, Deal Flow, Term Sheets, the Deal Process, and Analysis of Investment Opportunities

Junior Management Consultant | Inter-university competition

Montreal, Canada

Bombardier Aviation

Jan 2022 - Apr 2022

- Delivered a 40mins presentation to executive teams, offering strategic recommendations in a client-facing role
- Delivered a 25-page report encompassing in-depth analysis, viable solutions, and actionable recommendations

SKILLS AND INTERESTS

Language: Bilingual | French (native), English (fluent) : IELTS 7.5

IT Skills: Suite Office (Advanced in Excel), Adobe Premiere Pro (Professional Level), AI and Python (introduction), PowerBI

Interests: Entrepreneurship and technology trends; Sports: Triathlon, Gym, Tennis; Content Creation