Maxime Tourneau

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Adaptable and analytical Data Analyst with international experience and a master's degree from HEC Lausanne. Trained in data analysis, dashboard development, and project management, with proficiency in tools such as Power BI, Salesforce, SQL, and R. A quick learner with a strategic mindset, I turn complex data into actionable insights, easily adapting to different teams and work environments.
I am currently in Bolivia for family reasons, seeking to integrate into a dynamic professional setting where I can contribute my experience in data analysis and decision-making.

PROFESIONAL EXPERIENCE

Feb/2024– July/2025

Data Business Analyst Intern
Fresenius Kabi Global Alliance Management, Eysins (Switzerland)

- Clean, analyse, and optimize pharmaceutical manufacturer databases, ensuring data integrity and alignment with business needs in Salesforce.
- Supported process improvement initiatives and presented data findings to BD team to optimize decision-making workflows through Excel,Salesforce, Sharepoint and PowerBI.
- Developed Power BI dashboards to track KPIs and support cost optimization, including WIP using DAX and Power Query for actionable business insights and performance reporting.

Oct/2023 – Jan/2024

Teaching Assistant Data Science
HEC Lausanne, Lausanne (Switzerland)

- Delivered tutorials and training sessions on R and data analysis concepts, simplifying technical content for non-specialist audiences. Participating to project's evaluations.

Feb/2023– Jun/2023

Sustainability Strategy Project – Hirslanden Lausanne
HEC Lausanne, Lausanne (Switzerland)

- Evaluating company's business model and analysing impact on stakeholders & environment.
- Measuring and tracking organisational sustainability by applying B Impact Assessment.
- Developing a CSR strategy through several proposals.

Feb/2023– Jun/2023

Consulting Digital Marketing– L'oeil du Public

HEC Lausanne, Lausanne (Switzerland)

- Extraction and analysis of social media data. Support in digital marketing campaigns, identification of improvement opportunities and proposal of tactical solutions.

Feb/2022– Jul/2022

Marketing and Finance Analysis Trainee

Ardentis Cliniques Dentaires et d'Orthodontie, Puidoux (Switzerland)

- Design and automation of dashboards with Excel (VBA) and QlikSense for the analysis of commercial KPIs, patient conversion and demand behavior. Website optimization and implementation of improvements based on competitive intelligence (Wordpress).
- Analysis of patient activity data throughout their journey (first consultation to loyalty), generating strategic reports for the marketing team and management to improve patient experience.
- Implementation and follow-up of promotional campaigns to promote dental services, including demand generation actions with patients (post-appointment follow-up, promotions and internal events).

Oct/2021– Dec/2021

Marketing Intern

Beemed, Lausanne (Switzerland)

- Identifying key players & standardising contact with potential investors.
- Implementing organisational tools for project management and involving in the application development with the IT team.

EDUCATION AND TRAINING

2024

Master of Science in Business Administration (Marketing)
HEC Lausanne, University of Lausanne, Switzerland

Relevant course: DataScience, Customer Relationship Management and Marketing

Science.
Tools: R and Microsoft Office.
Data project: Using R to analyze the impact of the macroeconomics elements on the crime rate in the USA - Factors influencing the number of reviews and the rating on restaurants on TripAdvisor in Geneva.
Extracted, cleaned and analysed datasets for insights generation. Applied exploratory data analysis techniques and contributed to early-stage machine learning concepts.

2021 **Bachelor of Science in Management**
HEC Lausanne, University of Lausanne, Switzerland
Relevant course: Statistics & Econometric, Marketing Principles, Mathematics, and Informatics Models.
Tools: SQL, Python, R and Microsoft Office

LANGUAGES

French	Native
English	Full professional proficiency (C1)
Spanish	Full professional proficiency (C1)

DIGITAL SKILLS & INTERESTS

Programming & Data Analysis	R, SQL, QlikSense, Python
Office & Productivity Software	Google Workspace, Microsoft Office (Word, Excel, PowerPoint, Access)
CRM & Business Tools	Salesforce, SAP & PowerBI/Tableau
Interests	Sports, Music, Languages Learning and Reading

CERTIFICATIONS

Complete SQL Mastery