

Maxime Tourneau

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**PROFESIONAL
EXPERIENCE**
Feb/2024 – Jul/2025

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.

Data Business Analyst Intern

Fresenius Kabi Global Alliance Management, Eysins (Switzerland)

- Analysis of pharmaceutical product portfolios, markets, and business models.
- Development, maintenance, and optimization of pharmaceutical manufacturers' databases, ensuring data integrity and alignment with business needs.
- Conducted data analysis using key financial indicators (KPIs) and business intelligence tools such as Salesforce, and Power BI (PowerQuery, DAX) to generate strategic insights.
- Worked in a should-be cost project to estimate target benchmark costs, automating data collection and analysis processes. This initiative improved cost analysis accuracy and established a data-driven continuous improvement cycle.

Oct/2023 – Jan/2024

Teaching Assistant Data Science

HEC Lausanne, Lausanne (Switzerland)

- Tutored students in the Data Science course at HEC Lausanne, providing support in using R for statistical analysis and data visualization.
- Led practical sessions focused on solving exercises based on real-world cases, fostering active learning and technical autonomy.
- Assessed semester projects by reviewing analytical methodology, ETL processes (extraction, transformation, and cleaning), and interpretation of results, ensuring a solid understanding of key data analysis concepts.

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)

- Extracted and analyzed social media data (including Instagram) using Excel.
- Analyzed results from questionnaires, individual interviews, and focus groups. Applied marketing methods for benchmarking and market prospecting.

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
- PowerBI Professional Certificate