

Maxime Tourneau

Rue Beau-Séjour 9, 1003 Lausanne, Switzerland | +41 78 238 25 09 | maximetourneau94@gmail.com | Nationality: French
www.linkedin.com/in/maxime-tourneau-a3b6b9177



PROFESIONAL EXPERIENCE

Feb/2024– July/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, I am proficient in tools such as Power BI, Salesforce, SQL, and R. With a quick learning ability and a strategic mindset, I turn complex data into actionable insights and adapt effectively to diverse teams and environments.

Data Business Analyst Intern

Fresenius Kabi Global Alliance Management, Eysins (Switzerland)

- Clean, analyse, and optimize pharmaceutical manufacturer databases (ETL), 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.
- Participation in a should-be cost project to estimate benchmark target costs by automating data collection and analysis processes. This initiative improved the accuracy of cost analysis and established a data-driven continuous improvement cycle.

Oct/2023 – Jan/2024

Teaching Assistant Data Science

HEC Lausanne, Lausanne (Switzerland)

- Tutoring students of the Data Science course at HEC Lausanne, providing support in the use of R for statistical analysis and data visualization.
- Leading practical sessions focused on solving exercises applied to real cases, encouraging active learning and technical autonomy.
- Semester project evaluation, reviewing both the analytical methodology and the interpretation of results, ensuring understanding of the key concepts of data analysis.

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