

Adrien Eudes

Software engineer, solution architect

Currently working at Sephora Digital SEA as Head of Data

French, living in Singapore

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Work experience

Sephora (Singapore)

Jan. 2015 - now

Head of Data SEA

- Implemented a **Data Warehouse** in the existing stack. Built more than 20 connectors between different vendors and databases to our infrastructure. Aggregated data from data sources from all SEA Sephora online & offline businesses and headquarters.
- Developed a **Marketing Intelligence** software to analyse the marketing channels' **ROIs**, to **forecast**, and to help the marketing actors to communicate. The software is a central repository where teams were collaborating about the marketing campaigns' development.
- Designed, developed and maintained a data visualisation tool to **monitor business KPI's**. The software is connected to the data warehouse. It generated more than 200 daily reports and visualisations.
- Built and maintained Sephora SEA's recommendation engine.
- Evangelized data accessibility by teaching SQL & Analytics to the different teams.

Villa-Finder.com (Singapore)

2012 - 2015

Tech Founder & Chief Technology Officer

- Owned & executed Villa-Finder.com's technology platform vision.
- In charge of the whole stack: the conception, the **User Experience**, the development of the frontend and the backend.
- Implemented a test-driven process to constantly **increase the conversion rate**.
- Designed a **machine learning** based **recommendation engine** and sort algorithm.
- Developed a cloud based image manager based on the **CDN** technology to resize and distribute them.

3Si-BtoC, 3Suisse (France)

2013

Data project manager - 6-month engineering internship

- Integration of **Google Analytics Premium** (first contract in Europe).
- Advanced integration of **Google Analytics**, **Eulerian**, **Google Tag Manager**.
- Conception of advanced web analytics reports on 3Suisse.fr website.
- Worked on a predictive sales model, based on the seasonality and trends (R).
- Conception of a **web analytics tool** using **Elasticsearch**.

Freelancer (France and Switzerland)

2011-2013

E-commerce and web product developer

Conception and development of websites. Consulting in E-commerce / Digital advertising.

Education

École Centrale de Lille, France

Centrale Lille Graduate School

Generalist French Engineering School (Grande École, equivalent Master 5)

Specialities: general engineering, e-business

2010-2013

Lycée Berthollet, Annecy (France)

Post-secondary Preparatory School: preparing for entrance examinations to the engineering schools

2007-2010

Speaker & Class Teacher

General Assembly (Singapore)	Teacher at the classes: <u>Introduction to PHP</u> <u>Introduction to Data Science and Analytics</u>	<i>Mar. 2016</i> <i>Feb. 2016</i>
Analytics 2015 (Singapore)	Speaker at the conference	<i>Jun. 2015</i>

Languages

French	Native
English	Fluent
German	Upper intermediate

Computer skills

Languages	<i>Go (Golang), Python, Javascript, SQL, PHP, Haskell, HTML</i>
Technologies	<i>PostgreSQL, MySQL, Elasticsearch, Google Tag Manager, Google Analytics, Adobe SiteCatalyst (Omniure), Google BigQuery, D3.js, Hadoop clusters</i>
Frameworks	<i>Symfony2 : Web framework in PHP</i> <i>Django : Web framework in Python</i> <i>PredictionIO : Machine learning framework in Scala</i>
Servers	<i>Dedicated hardware, Google Cloud Engine, Amazon Web Services</i>

Interests & Licenses

Interests	New technologies, entrepreneurship, cooking, running, skiing
Driving license	European B (cars) driving license

References available on request