

Cell Strainers Clogging? - See the unique design of new SmartStrainers. | [Read More »](#)



Caroline Tailleferd - Guibert

2nd

VP Marketing Communications at tinyclues

Paris Area, France | Internet

Previous SAP, KXEN, GridXpert

Education ESSEC

Connect

Send Caroline InMail



500+
connections

Search for people, jobs, companies, and more...

Background



Experience

VP Marketing Communications

tinyclues

December 2015 – Present (2 months) | Paris Area, France

tinyclues

Marketing Head of Analytics, Big Data and Internet of Things, EMEA

SAP

January 2015 – December 2015 (1 year)



I create, deliver and optimize the EMEA marketing strategy & plan for the Analytics, Big Data & Internet of Things sales bags – orchestrating 12 market units across Europe, Middle-East and Africa, as well as representing EMEA to the global marketing teams.

The Human Face of Big Data

Marketing Head of Analytics, EMEA

SAP

July 2014 – January 2015 (7 months) | Paris Area, France



Customer Testimonial: VELUX on Agile BI

How You're Connected



You

0 >



LinkedIn Members



See up to 1 person at your company who can connect you to Caroline

Upgrade now



Caroline 2nd

Send Caroline InMail

Ads You May Be Interested In



Data Center Migration?

Learn How Enterprise PaaS Simplifies Consolidation Projects.



Portail Fournisseurs

Un espace dédié à vos Fournisseurs. Web démo gratuite - Inscrivez-vous !



Smarter Marketing?

Learn from PAICR investment management communications professionals!

People Also Viewed



David Bessis

Founder chez tinyclues



Michele Moussavi

Creating integrated, innovative marketing programs to support enterprise software sales



Olivier Cuzacq

VP Product at Tinyclues



Sarah Touboul

Product Manager at tinyclues



Herve Kauffmann

SAP Global, Predictive Analytics

Director, Marketing & Communications, EMEA

KXEN

September 2005 – June 2014 (8 years 10 months)

I was responsible for all aspects of marketing and communications across EMEA as well as co-leading strategic global initiatives. I contributed to the double-digit annual growth of cloud and on premise product lines and the successful acquisition of KXEN by SAP in October 2013.

Vodafone Netherlands Helps Customers Enj...

Director Operational Marketing

GridXpert

September 2003 – September 2005 (2 years 1 month)

Marketing Program Manager

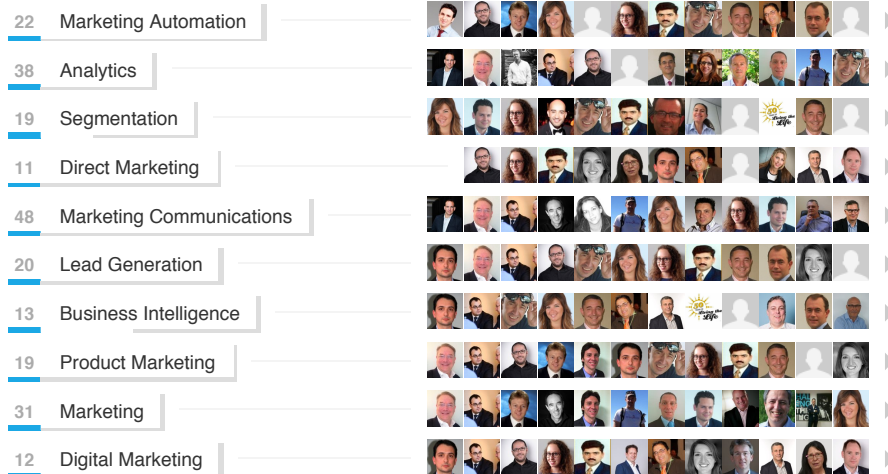
ADIC

2001 – 2003 (2 years)



Skills

Top Skills



Caroline also knows about...



Education

ESSEC

Executive Master, Marketing Management

March 2003 – June 2004



Bruno Delahaye

CEO at Reach Analytics



Julien Sauvage

Director, Product Marketing, Analytics at Salesforce.com

Rita ABDELLATIFI

Predictive Expert APJ & Great China at SAP

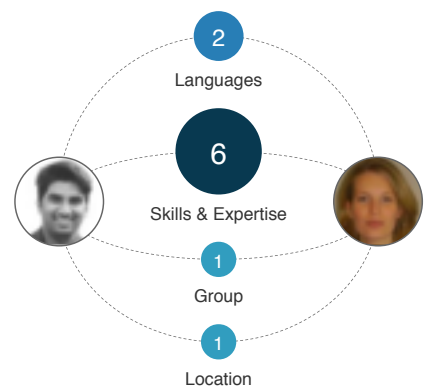
Anne-Sophie VASSEUR

Communication and HR Manager chez tinyclues

Xavier Haffreingue

COO at tinyclues

In Common with Caroline



People Similar to Caroline



Eryk Markiewicz 2nd

VP Marketing & Business Development - EM... Connect



Languages

English

Native or bilingual proficiency

French

Native or bilingual proficiency

Connections

Shared (3)



Holger Schulze 1st
Head of Marketing



Bertrand Doste 1st
Directeur de Clientèle



Saranya Anandh 1st
Executive I Board Advisor at Gladwin An...

Groups



ESSEC ALUMNI GRO...
11,076 members
[Join](#)



Chief Marketing Offic...
211,505 members
[Join](#)



Big Data and Analytics
174,143 members
[Join](#)



Social Network Anal...
4,862 members
[Join](#)



B2B Technology Mar...
83,994 members
Member



CustomerCentric Sel...
3,617 members
[Join](#)



Teradata Events in E...
1,057 members
[Join](#)

Following

Influencers



Bill McDermott
CEO at SAP
[Follow](#)



Jean-Marc BELLOT
Business Partner...
[Follow](#)



Richard Branson
Founder at Virgin...
Following



Jonathan Becher
Chief Digital...
Following

News



Marketing & Advertis...
8,475,907 followers
[Follow](#)



Pulse
306,944 followers
[Follow](#)

Companies



tinyclues

Information Technology
and Services
Following

KXEN

Computer Software
[Follow](#)

LinkedIn

Internet
Following

Facebook

Internet
Following



SAP

Computer Software
[Follow](#)



Google for Work

A Showcase Page by
Google
[Follow](#)



HubSpot

Internet
[Follow](#)



Salesforce

Internet
Following

Schools



ESSEC Business Sc...

France
[Follow](#)

[Help Center](#) | [About](#) | [Careers](#) | [Advertising](#) | [Talent Solutions](#) | [Sales Solutions](#) | [Small Business](#) | [Mobile](#) | [Language](#) | [Upgrade Your Account](#)

LinkedIn Corporation © 2016 | [User Agreement](#) | [Privacy Policy](#) | [Ad Choices](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#) | [Send Feedback](#)