GUILLAUME DE ROO

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SUMMARY

International strategy consultant with focus on tech and pricing in recent years.

Strong track record of applying problem framing and analytical skills to develop strategic and operational solutions in various industries (telecom, retail and energy).

Personal enthusiasm for machine learning and self-driving cars.

EXPERIENCE

THE BOSTON CONSULTING GROUP

2011 - PRESENT
FRANCE, BRAZIL, USA

Principal ('16 -), Project leader ('13-'16), Consultant ('12-'13), associate ('11-'12)

Driving teams of up to 5 consultants (in addition to vendors) on more than 25 projects

Market strategy

- Designed roadmaps for key cities, including sales target, marketing message and 4G investment, for a South American mobile network operator – *cities covered by 4G increased from 45 to 1200 in 2 years*
- Assessed partnerships of a South American airline loyalty program, identified gaps / complementarity – *company closed partnerships with several targets including largest supermarket chain*
- Assessed market potential (focus groups, survey), and identified partners along the value chain for a non-store retail company entering South America – *company initiated contacts, and decided to focus on Asia*

Pricing & Customer segmentation

- Product Manager of pricing applications on BCG's software platform – *4 apps developed since Q4 2016*
- Supported a North American insurance software company, traditionally on premise, in pricing a cloud platform – *established guidelines with new metrics, a pricing desk and secured first deals with +30% revenue*
- Performed a diagnostic of pricing for Industrial supply company in North American with over 1 million SKUs – *identified 3-5% potential increase, including $5M quick win, and built roadmap to achieve it*
- Created a peer group analysis tool to identify targets for cross-sell at a European commercial bank – *tool used to increase communication between commercials, with 30% of opportunities confirmed*

Organization transformation

- Supported a South American gas and oil leader in building a cost optimization program –*personal supervision of the creation and monitoring of opportunities reducing cost by 20% on a 2B$ cost branch*
- Implemented a turnaround plan for the construction of a 1.6 GW nuclear reactor in Europe – *cleaning up of schedule, economics and risks led to the announcement of a 2 year delay and 20% cost increase*

DIRECT ENERGIE

2009 – 10
PARIS, FRANCE

Project Executive to the COO

- Developed economic models and legal briefs for nuclear tariffs, demand-response and capacity markets
- Improved consumption estimation algorithm for billing (reduced standard error by 50%)
- Defined and set-up Key Performance Indicators throughout organization

MIT CENTER FOR ENERGY & ENVIRONMENTAL POLICY RESEARCH

2007 – 09
CAMBRIDGE, MA

Research Assistant of Executive Director

- Published several articles on electricity markets and nuclear power economics

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

2016 – 17*
BERKELEY, CA

M. Information & Data Science

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

2007 – 09
CAMBRIDGE, MA

M.Sc. Technology & Policy • M.Sc. Nuclear Science & Engineering

ECOLE POLYTECHNIQUE

2004 – 07
PALAISEAU, FRANCE

B.Sc. • M.Sc. Applied Mathematics and Economics
Entry rank: 3rd, Mathematics and Computer Science cohort

CERTIFICATIONS & LANGUAGES

UDACITY:	Self Driving Car (2017-*)	**COMPUTER SKILLS:** Microsoft Office (daily)
COURSERA:	Machine Learning (2016)	Python, R (proficient)
STANFORD:	Statistical Learning (2015)	Matlab, SQL (updatable)
PROJECTS:	gderoo.github.io	TensorFlow, Hive, Spark (learning)

GREEN CARD HOLDER **FRENCH:** Native **PORTUGUESE:** Fluent
FRENCH NATIONALITY **ENGLISH:** Fluent **GERMAN:** Elementary

OTHER

Outside interests: Travel, Music, Horse-riding, Baking