

GUILLAUME DE ROO

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SUMMARY

Project leader with 6 years in top-tier strategy consulting firm and team leadership experience in international settings.

Applying strong problem framing and analytical skills to develop solutions for both strategic and operational business issues in various industries (telecom, retail and energy).

Personal enthusiasm for Machine Learning, Geoanalytics and self-driving cars.

EDUCATIONAL BACKGROUND

UC. BERKELEY

M. INFORMATION & DATA SCIENCE

2016 – 2017 (EXPECTED) • BERKELEY, CA

MASS. INSTITUTE OF TECHNOLOGY

M.SC. TECHNOLOGY & POLICY M.SC. NUCLEAR SCIENCE & ENG.

2007 - 2009 • CAMBRIDGE, MA

ÉCOLE POLYTECHNIQUE

B.SC. AND M.SC. APPLIED MATHEMATICS AND ECONOMICS

2004 - 2007 • PALAISEAU (FRANCE)

- Entry rank: 3rd, Mathematics and CS cohort

OTHER CERTIFICATIONS

- Udacity (2017 -): Self Driving Car Engineer
- Coursera (2016): Machine Learning
- Stanford (2015): Statistical Learning

LANGUAGES & SKILLS

FRENCH: Native **ENGLISH:** Fluent
PORTUGUESE: Fluent **GERMAN:** Elementary
COMPUTER: Microsoft Office and VBA (daily)
Matlab / Octave, R, Python (proficient)
SQL, Hive, Spark (learning)

OUTSIDE INTERESTS

Travel, Music, Horse-riding

WORK EXPERIENCE

THE BOSTON CONSULTING GROUP

PRINCIPAL

2011 – PRESENT • PARIS (FRANCE), SÃO PAULO (BRAZIL), SAN FRANCISCO (USA)

Key roles include:

- Core member of the Technology and Energy practices
- Pricing expert (2 years)
- Product Manager of pricing products on BCG's software platform (6 months)

Driving teams of up to 5 consultants and vendors on more than 25 strategy projects, including:

• Market strategy

- Sized market potential (focus groups, survey), and identified partners along the value chain for a non-store retail company entering South America
- Designed roadmaps by city, including sales target, marketing message and 4G investment, for a South American mobile network operator

• Customer segmentation & pricing

- Priced a new platform for a North American insurance software company
- Simplified pricing model for a North American payroll software company
- Segmented user database of a South American loyalty program to align their tiered reward system with new strategy
- Created a peer group analysis tool to identify targets for cross-sell at a European commercial bank

• Organization transformation

- Assisted a South American gas and oil leader in cost optimization - Personal supervision of creation & monitoring of a 2B\$ cost branch with 20% target
- Implemented a turnaround plan for the construction of a nuclear reactor in Europe

DIRECT ENERGIE

PROJECT EXECUTIVE TO THE COO

2009 - 2010 • PARIS (FRANCE)

- Improved consumption estimation algorithm for billing
- Defined and set-up Key Performance Indicators throughout organization
- Developed economic modeling for, and participated to legal actions on, access to nuclear energy, capacity markets and demand-response

MIT CENTER FOR ENERGY AND ENVIRONMENTAL POLICY RESEARCH

RESEARCH ASSISTANT OF EXECUTIVE DIRECTOR

2007 - 2009 • CAMBRIDGE, MA

Publications on electricity markets prices and nuclear power economics

- including participation to The Future of the Nuclear Fuel Cycle [MIT 2010] with E. Moniz