Guillem Lefait

Data engineer

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DATA ENGINEER EXPERIENCES

TVTY, acquired by Nielsen in July 2021
Chief Data Officer

Jan 2020 - Jun 2023

Full remote

- **Team Lead**: Merge Holimetrix and TVTY data teams. Create skill developpement plan for the data team.
- **Data-based projects**: Identify and initialize new projects enabled by the TVTY and Holimetrix merge.
- **Privacy compliance**: Identify alternatives to tracking and personal data collection. Review all organization processes to include privacy study. DPO role.

Holimetrix, merged with TVTY
Data Engineer, then Chief Data Officer

May 2014 - Jan 2020

Full remote since 2016

- **Team Lead**: Create then lead Big Data et Data Science teams (up to 5 persons). Responsible of the GDPR compliance implementation.
- **Scalability**: Transformation of a Qlik PoC to a SAAS product with a data platform based on Spark able to process billions of data per client.
- **Data Science**: Continuous improvment of the TV attribution models. Defined models to detect bot and home/office traffic. Transform processes to handle anonymized data so as to implement GDPR best practices.
- **Tracking**: Developed and maintain the JS tag to collect data. Developed several tools to analyze client configurations and validate correct implementation.
- **Technical advisor**: Data and Tag technical advisor for clients, marketing and customer Success teams.

Adthink
Data Engineer

Jan 2013 - May 2014

Lyon, France

- **Big Data Optimizations**: Optimization of Map/Reduce jobs on a real time big data platform
- **Machine learning**: Add audience segment lookalike capability based on provided data and browsing behaviour. Data price modelisation based on supply and demand law.

ENTREPRENEURIAL EXPERIENCES

DataMQ
Founder

2017 - present

Hybrid

- **Data consulting and training**: Data-driven dashbhoards, fiscal simulator, ...
- **Proof of Concepts**: Developed the blockchain backend of the project Label Zero Chlordecone, tracing food without Kepone. Participated in Startup School 2018 of YCombinator with an Anonymous DMP project. Deforestation compliance tracker
- **Security**: Identification of severals Web/App vulnerabilities (details on demand). Member of private bug bounty platform Yogosha.
- **Open [data, source, citizen]**: Covid Dataviz, #30daymapchallenge, CADA ninja
- **ongoing projects**: Price transparency, "speech to document" and a third projet around "post-leak analysis"

Geopol
R&D

Jan 2011 - Jan 2013

Béthune, France

- **BPolitical business intelligence dashboard**: Online media comments clustering and analysis.
- **Political campaign organization**: Organize and simplify collaboration on organizational aspects like billposting and local poll analysis.

EDUCATION

University College Dublin
Phd Data Mining. Thesis: Hierarchical clustering on Very Large Datasets

Dublin, Ireland

2013

Université Lille 1
Master Computer Science, Distributed systems

Lille, France

2007

SKILLS AND PROJECTS

Preferred stack: Python, SQL, Docker.

Interests: security (OSWP + OSPC on going), blockchain, privacy, bots, entrepreneurship