

# Guillem Lefait - Data Expert, Software Engineer.

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## EXPERIENCE

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### TVTY, Actionnable TV Intelligence

Chief Data Officer

Full remote

January 2020 -

**Team Lead:** Merge Holimetrix and TVTY data teams. Create skill developpement plan for the data team.

**Data-based projects:** Identify and initialise new projects enabled by the TVTY and Holimetrix merge.

**Privacy compliance:** Identify alternatives to tracking and personal data collection. Review all organisation processes to include privacy study.

### DataMQ, Freelance

Founder

Martinique

September 2017 -

**Dashboarding:** Online data-driven dashboards to enhance actionnability.

**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.

**Security:** Identification of severals Web/App vulnerabilities.

### Holimetrix, TV analytics

Chief Data Officer

Full remote since 2016

May 2014 - January 2020

**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 anonymised data so as to implement GDPR best practices.

**Tracking:** Developed and maintain the JS tag to collect data. Developed several tools to analyse client configurations and validate correct implementation.

**Technical advisor:** Data and Tag technical advisor for clients, marketing and customer Success teams.

### Adthink, User data exchange

Big Data Engineer

Lyon, France

January 2013 - May 2014

**Big Data Optimisations:** Optimisation of Map/Reduce processes on a real time big data platform with delay constraints.

**Machine learning:** Add audience segment lookalike capability based on provided data and browsing behaviour. Data price modelisation based on supply and demand law.

### Geopol, Information System

R&D and web developper

Béthune, France

2011 - 2013

**Political business intelligence dashboard:** Online media comments clustering and analysis.

**Political campaign organisation:** Organise and simplify collaboration on organizational aspects like billposting and local poll analysis.

## EDUCATION

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### 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

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• **Stack:** Python, SQL, Js, Java, Scala

**Tech:** Spark, Hadoop, Redis, MongoDB, Kafka

• **Interests:** security, blockchain, privacy, bots, entrepreneurship.

**EFF member**