

Guillem Lefait

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Entrepreneurial Experiences

Founder

DataMQ

Martinique, FR

2017 – present

- **On-going PoCs:** Price transparency, "speech to final document", "post-leak analysis".
- **Previous PoCs:** 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
- **Data consulting and training:** Data-driven dashboards, fiscal simulator, ...
- **Cyber-Sécurité:** [disclosure of several Web/App vulnerabilities](#) 🔗, bug-bounty, pentests.

CoFounder

GeoPol

Béthune, FR

2011 – 2013

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

Experiences

Chief Data Officer

TVTY, acquisition par Nielsen 🔗

Remote

Jan 2020 – June 2023

- **Team Lead:** Merge Holimetrix and TVTY data teams, handle integration within Nielsen environment. Create skill development plan for the data team..
- **Data-based:** Identify and develop new prototypes after merge and acquisitions (COVID studies, addressable TV, ...).
- **Privacy compliance:** Identify alternatives to tracking and personal data collection. Review all organization processes to include privacy study. DPO role.

Data Engineer then Chief Data Officer

Holimetrix

Lyon, FR / Remote

May 2014 – Jan 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 improvement 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.

Data Engineer

AdThink

Lyon, FR

Jan 2013 – May 2014

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

Education

University College Dublin (UCD) 🔗

PhD in Computer Science

Dublin, IRL

2013

- **PhD thesis:** Hierarchical clustering on Very Large Datasets

University Lille 1

MSc (Distributed Systems) in Computer Science

Lille, FR

2013

Skills Et Intérêts

Stack: Standard classique data (Python, Spark, SQL, Docker, ...), JavaScript, Java, Scala.

Interests: Cybersecurity (OSWP, OSCP+), blockchain, privacy and bots