

Guillem Lefait

Data engineer

guillem@lefait.fr

+596 696015484

DATA ENGINEER EXPERIENCES

TVTY, acquired by Nielsen in July 2021

Jan 2020 - Jun 2023

Chief Data Officer

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.

Holimetrix, merged with TVTY

May 2014 - Jan 2020

Data Engineer, then Chief Data Officer

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

Jan 2013 - May 2014

Data Engineer

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.

Geopol

Jan 2011 - Jan 2013

R&D

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.

ENTREPRENEURIAL EXPERIENCES

DataMQ

2017 - present

Founder

Hybrid

- **Data consulting and training:** Data-driven dashbboards, 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.
- **Security:** Identification of severals Web/App vulnerabilities (link)
- **Open [data, source, citizen]:** Covid Dataviz, #30daymapchallenge, CADA ninja
- **ongoing projects:** A project around price transparency and a second project around "speech to document"

EDUCATION

University College Dublin

Dublin, Ireland

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

2013

Université Lille 1

Lille, France

Master Computer Science, Distributed systems

2007

SKILLS AND PROJECTS

Preferred stack: Python, SQL, Docker.

Interests: security, blockchain, privacy, bots, entrepreneurship