MOHAMED LEMINE BEYDIA

Data & Artificial Intelligence Expert

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PROFILE SUMMARY

Digital transformation and artificial intelligence leader with over 10 years of experience structuring data departments, driving high-impact analytics projects, and deploying AI solutions across multicultural and multi-industry environments. I have primarily worked with Fortune 500 companies and Big Four firms, alongside entrepreneurial ventures and NGO initiatives in Africa. Regular speaker on Data/AI topics at professional and academic events.

PROFESSIONAL EXPERIENCE

Co-Founder & President - RimAI

Mauritania (Remote)   *Feb. 2024 – Present*

- Founded the first Mauritanian NGO dedicated to artificial intelligence, driving responsible innovation and inclusive digital transformation
- Built a strategic partnership ecosystem connecting public institutions, universities, and private sector players to leverage AI for sustainable development
- Led R&D projects addressing local challenges across agriculture, education, climate, and social inclusion
- Organized national awareness programs, youth training initiatives, public events, and spoke at international forums
- Champion of a pan-African vision for ethical and inclusive AI development

Head of Data & AI - CANAL+ Group (M7)

Luxembourg   *Mar. 2023 – Present*

- Established an international Data & AI department spanning 8 countries
- Consolidated 4 CRM and disparate systems into a unified data lake
- Deployed automated Power BI reporting and self-service data marts
- Reduced reporting delays by 70% and cut manual extraction tasks across 5 departments
- Executed AI roadmap: churn models, content segmentation, sales forecasts, generative AI
- Rolled out data culture initiatives across the group, reaching 300+ employees trained

Data Science Manager - Deloitte Luxembourg

Luxembourg   *Jan. 2022 – Mar. 2023*

- Designed AI strategies and implemented governance frameworks for banks and public institutions
- Built NLP systems to automate legal document classification for a major public client
- Led the development of an internal AI-based KYC solution at Deloitte
- Mentored junior staff and promoted best practices in AI and data ethics
- Winner of Deloitte Automotive AI Europe 2022 Award for predictive modeling on connected vehicles
- Reduced legal document processing time by 40% via NLP automation

Data Science Project Manager - PwC Luxembourg

Luxembourg   *Jan. 2022 – Apr. 2022*

- Managed migration of analytical products to Microsoft Azure
- Coordinated cross-functional delivery across engineering, BI, and product teams
- Redesigned architecture to improve scalability, modularity, and maintainability
- Reduced dashboard refresh latency by 65% by optimizing data pipelines on Azure

Subject Matter Expert in AI (Banking) - NEOM

Saudi Arabia (Remote)   *Dec. 2022 – Feb. 2023*

- Mentored fintech startups in the Oxagon Accelerator program
- Delivered tailored guidance on data strategies and AI for regulated finance applications
- Facilitated workshops and 1:1 coaching for AI use case development
- Supported 8 startups in designing AI-driven fintech MVPs

AI & Data Trainer - BSBC

France   *2021*

- Delivered hands-on courses on statistics, data analysis, and HR analytics using Python and R
- Designed custom training materials aligned with business use cases
- Helped professionals transition into data roles through project-based learning

Co-Founder - MarahbaJob

Mauritania   *2020 – 2022*

- AI-powered recruitment platform tailored for Africa
- Created frameworks for client assessment and performance optimization
- Built a neural-network-based parser to extract structured data from CVs in any format (PDF, Word, image)
- Developed a machine learning model to score candidate-employer fit using behavioral and skill signals
- Integrated computer vision to classify visual CVs and detect layout/format anomalies

Crédit Agricole Sud Méditerranée
France   *Apr. 2015 – Jan. 2022*

Head of Digital Marketing & Data Analytics   *2021*

- Managed 3 teams: Digital Marketing, Data, and CRM
- Delivered multiple high-ROI projects: churn prediction, recommendation systems, user behavior analytics
- Reduced customer churn by 12% in targeted segments via predictive scoring and proactive campaigns
- Cut campaign reporting time by 60% through automated Power BI dashboards
- Supervised acquisition campaigns and KPIs
- Migrated key data products to the cloud and modernized reporting

Lead Data Scientist   *2019 – 2021*

- Supervised data scientists, analysts, and engineers
- Built interpretable scoring models, churn classifiers, and segmentation tools
- Increased marketing campaign conversion rates by 18% through improved targeting
- Leveraged open and spatial data to detect local customer potential
- Collaborated with marketing and commercial teams to translate models into actionable campaigns
- Introduced reproducible workflows and standardized model monitoring practices across teams

Data Scientist   *2017 – 2019*

- Built R Shiny dashboards for segmentation, forecasting, and campaign optimization
- Used computer vision to monitor in-branch traffic
- Conducted geomarketing analysis and supported local agency performance

Data Analyst - National Statistics Office
Mauritania   *2014*

- Built forecasting models for harmonized price indices (WAEMU zone)
- Analyzed inflation trends across multiple sectors and regions
- Automated monthly report generation using statistical scripting tools
- Contributed to the first digitalization pilot of survey data collection

EDUCATION

- **MSc in Statistics & Econometrics**, Toulouse School of Economics   *2016–2018*
- **Bachelor in Economics & Computer Science**, Université Toulouse 1 Capitole *2015–2016*
- **Bachelor in Economics & Mathematics**, Université Toulouse 1 Capitole   *2012–2015*

TECHNICAL SKILLS

Languages & Tools: Python, R, SQL, Spark, SAS, Power BI, R Shiny, Tableau
AI/ML: NLP, Computer Vision, Churn Prediction, Recommendation, Clustering, Deep Learn-

ing
Cloud: AWS (EC2, Lambda, S3), Azure
Data Engineering: Data Lakes, Pipelines, ETL, Warehousing, Big Data

CERTIFICATIONS

- **Google Project Management Certificate** – Google/Coursera   *2022*
- **Executive Data Science Specialization** – Johns Hopkins University   *2021*
- **IBM Data Science Professional Certificate** – IBM   *2020*
- **Data Science Specialization** – Johns Hopkins University   *2017–2019*
- **Unconscious Bias Training** – LinkedIn Learning   *2021*

LANGUAGES

French (Native), English (Advanced), Arabic (Native), Spanish (Advanced)

ADDITIONAL INFORMATION

Leadership & Management: Team Leadership, Strategic Planning, Cross-functional Collaboration, Project Management
Affiliations: President of RimAI (AI-focused NGO in Mauritania), Member of Data For Good Paris, Speaker at AI conferences