GAETAN RIEBEN

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EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2024
University of California, San Diego, CA
- GPA: 3.90
- Relevant courses: Collecting & Analyzing Large Data, Unstructured Data, Customer Analytics, Scalable Analytics

Bachelor of Applied Science in International Business and Management   06/2020
University of Applied Science Western Switzerland
- Major: Management of Innovation and Technology

SPECIALIZED SKILLS

- Languages/Coding: Python (Advanced), SQL (Advanced), R (Intermediate), Pytorch, Scikit-Learn, Keras
- Tools: Snowflake, Tableau, Spark, Hadoop, Excel (Advanced), AWS
- Spoken Languages: French, German

PROJECTS

Picktrace.com, *Capstone,* Rady School of Management   04/2024 – 06/2024
- Led a team of 4 members in executing capstone project and meetings with supervisor, providing consultative expertise as Data Scientist consultant for SaaS start-up
- Collected large data from census and internal sources to build up-to-date Total Accessible Market to derive sales strategy. Leveraged dashboard visualization techniques for extracting actionable insights to grow business in California
- Developed customer segmentation using K-means and clustering techniques to extract customer attributes. Tailored marketing initiatives for each segment to improve lead conversion rate

BCG Data Science Job Simulation, *Theforage.com*   02/2024
- Conducted efficient data analysis using Python, including Pandas and NumPy. Employed data visualization techniques for insightful trend interpretation
- Completed engineering and optimization of a random forest model, achieving an 85% accuracy rate in predicting customer churn
- Prepared concise executive summary for Associate Director, delivering actionable insights for informed decision-making based on analysis

Marketing campaign targeting, *Customer Analytics,* Rady School of Management   01/2024
- Prototyped and compared predictive models using Neural Network, Random Forest and Logistic Regression to forecast customer reactions to up-selling marketing initiative
- Enhanced model accuracy through domain-driven feature engineering, addressing skewed positive response distributions within a key categorical variable
- Leveraged the refined model in a targeted campaign rollout, achieving 1000% profit increase to $440'000, substantially outperforming the baseline mass-marketing approach

EXPERIENCE

Key Account & Business Development Manager, Coface, Switzerland   01/2022 - 07/2023
- Reorganized and set-up Key Account Management team, reinforcing footprint on credit-insurance market for global accounts. New Business grew by 13% over first semester 2023
- Managed existing Key International Accounts valued at 8.3 M EUROS, secured 96.7% of retention through renewal negotiations and quarterly meetings with stakeholders
- Advised over 10 multinational companies headquartered in Switzerland, set-up global credit-insurance strategy and coordinated implementation of insurance policies with cross-functional teams worldwide
- Awarded with the 2022 Western Europe Leadership Award. Initiative taken to improve customer's ageing balance by automating unpaid invoice reminders and recovering current account receivables by 84%