

# Sebastien Roh

Digital Programme Manager | Project Manager | Marketing Manager

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## PERSONAL SUMMARY

I'm a self-motivated, innovative and solution-oriented manager with twelve years of digital transformation, data analytics and international experience, specialising in business improvement with a keen interest in digital marketing and international relations. I have a master's degree in management, strong analytical skills and a digital mindset.

## WORK EXPERIENCE

### Digital / Data programme manager

BNP Paribas Switzerland, Strategy & Digital Management Division

Apr 2018 – present

Geneva, Switzerland

*Implementing and leading the data programme and its staff, fostering change in line with the bank strategy and offering new ways to make data valuable*

### Key responsibilities

- Enabling data driven insights and decisions through state-of-the-art dashboards and web apps
- Data extraction, data manipulation, data analysis, data visualization, data governance
- Fostering commercial animation and digital transformation (for Wealth Management, Specialized Trade Solutions, Corporate and Institutional Banking, Finance, Compliance, etc.)
- Bringing value to the business through analytics (adoption of self-service BI) and the use of new technologies
- Middleman between developers and end-users
- Identifying customer needs
- Design experience (mock-ups and rapid prototyping)
- Team leader / scrum master / product owner (Agile framework to reduce Time-to-Market)
- Liaising with stakeholders and offshore development sites in Asia
- Communicating data-driven discoveries using appealing technologies
- Defining ROI for new data initiatives and projects
- Presenting results to senior managers during Steering Committees
- Marketing our successes to other group entities (Hong Kong, Singapore, Luxembourg, Monaco, Paris)
- Technology/trends monitoring
- Keeping an eye on the next big thing in tech innovation
- Report automation (Risk Appetite Statements, Compliance's Anti-Money Laundering, KYC, etc.)

### Accomplishments

- Successfully developed and implemented a new marketing tool to track commercial action plans, fostering self-analytics, reducing Relationship Managers' non value added activities
- Successfully implemented automated reports, eliminating non value added activities and giving the right people the right information at the right time
- Making use of free and Open Source Business Intelligence libraries rather than proprietary solutions (such as Qlik Sense or Tableau) for automated reporting, slashing license fees
- Successfully oversaw a team of 3 to 4 data analysts and developers
- Applying agile methodology, reducing Time-to-Market and improving responsiveness

*Managing and enhancing the processes of collecting, analysing and updating information on Olympic Committees, disseminating geopolitical analyses and data-driven discoveries, liaising with stakeholders on a regular basis and promoting digital transformation within the organization*

### Key responsibilities

- **Knowledge Management | Content Management**
  - Facilitate information retrieval by developing and maintaining a tailor-made database to store quantitative and qualitative data on our members (financial, statistical, biographical, World Bank datasets, etc.)
  - Management of digital assets (via SharePoint)
- **Business Intelligence**
  - Development of data visualisation tools / dashboards / KPIs to disseminate insights to stakeholders
  - Quantitative and qualitative data collection (from 206 countries/territories) through an online platform
  - Data analytics (build reports, queries, spreadsheets using Google Charts, d3.js, Chart.js, SQL, etc.)
  - Web analytics / Digital marketing / Excel guru
- **Reporting**
  - Conducting geopolitical analyses and producing key insights/reports for the President and IOC top brass
  - Development of a web-based generator of country factsheets (key insights, information of interest, etc.)
  - Storytelling: communicating data-driven discoveries
- **Consulting**
  - Providing technical assistance and knowledge to the 206 National Olympic Committees (NOCs)
  - Assessing NOCs' strengths, weaknesses, needs, challenges and progress (data-driven approach)
  - Participation in the implementation of an online good governance tool for our members
  - Project specification for a new extranet related to Games preparation (fast, responsive, user-friendly)
- **International Relations | Communication | Customer Relations**
  - Liaising with international clients and web/communication agencies in English, French and Spanish
  - Implementation, management and improvement of newsletter campaigns (campaignmonitor.com)
  - Training sessions for staff and stakeholders (making technical subjects easy to understand for everyone)

### Accomplishments

- Got rid of manual interventions by implementing automated reports that used to take hours to generate
- Led digital transformation by fostering the adoption of digital and online solutions (e.g. email marketing, cloud services, Google Apps, etc.), increasing efficiency and effectiveness
- Increased surveys' response rate by 58% by developing an online version
- Increased surveys' completion rate by 30% by improving user experience and interface

**Marketing intern****Owens-Illinois Inc.**, Innovation & New Product Development, Sales & Marketing

Jun 2013 – Dec 2013

Lausanne area, Switzerland

*Providing support to develop and enhance digital communication, marketing programmes and operations management (e.g. bottlenecks identification).*

**Key responsibilities**

- Merging spreadsheets and crunching data to understand and reduce supply chain lead time
- Preparation and improvement of KPI and NPD revenue reports for the marketing director (SAP BW reports)
- Monitoring of new product launches (on social media, in press releases, newsletter hits, etc.)
- Market analysis (use of global market research databases such as euromonitor to spot future trends)
- Supporting the team in product management activities
- Preparation of newsletters for the European market (collaborating with the brand and European marketing managers and communication agencies)

**Accomplishments**

- Significant lead time reduction by finding out bottlenecks in the mould delivery, which improved the time to market for finished goods

**Foreign service officer****Consulates General of Switzerland**

Jan 2008 – Dec 2010

Barcelona, Spain | Vancouver BC, Canada

*Processing consular documents and liaising with the relevant local authorities, issuing visas, helping out Swiss nationals when any problems arise and promoting the visibility of Switzerland abroad*

**Key responsibilities**

- Visa officer (assessing and processing applications for work/student/tourist visas, conducting interviews, etc.)
- Providing consular services and assistance to Swiss nationals
- Handling correspondences in English, French, Spanish and German such as phone calls, letters and mails
- Managing book keeping, budget and payroll
- Liaising with the Swiss community abroad, attending meetings and official ceremonies
- Improving the travel advice portal by leveraging the use of social media (push communication)
- Event management (involved in events organised by the Swiss Business Hub in Barcelona, the House of Switzerland during the 2010 Olympics and the Swiss Canadian Chamber of Commerce)
- Media monitoring

**Accomplishments**

- Streamlining the visa application process by digitising the whole process and by launching an online portal, making the representation more efficient and effective by employing faster and simpler working methods (e.g. use of new technologies, eradicating phone calls, etc.)
- Digitisation of some foreign office services (e.g. skype implemented, proposition of a new app), facilitating the way Swiss travelers can get in touch with government authorities

*Developing a web app as well as handling all the work of databases, servers, systems engineering, and clients*

#### Key responsibilities

- Development of a podcasting hosting platform (from concept to launch)
- Data / database modelling (MySQL)
- Object-oriented programming
- Client-side (Ajax) & server side programming (PHP 5)

#### Accomplishments

- Putting in place a platform in use by a large panel of Small and Medium Enterprises as well as individuals

## EDUCATION

- Master of Science (MSc) in Management\***, Faculty of Business and Economics, HEC Lausanne 2011 – 2013
- Subject area: International Management
  - Courses: Advanced Corporate Finance, Business Environment in Emerging Markets, Advanced Managerial Accounting and Control Systems, Competitive Strategy, etc.
  - Exchange semester: Universidad de Belgrano, Buenos Aires  
\* *Financial Times Masters in Management Ranking 2012 (20<sup>th</sup>)*
- Bachelor of Science (BSc) HES-SO in Media Engineering**, University of Applied Sciences, Lausanne 2003 – 2007
- Subject area: IT Management
- Computer Scientist**, Swisscom Ltd\*, Sion 1998 – 2002
- Apprenticeship  
\* *Switzerland's leading telecom provider*

## COMPUTER SKILLS

**Online marketing tools** Google Analytics, Campaign Monitor, CRM, SEO/SEM, Google Tools, survey tools

**Data visualization tools** Qlik Sense, Google Charts, Chart.js, d3.js

**Cloud computing** AWS, Jelastic Cloud

**Web development** HTML, CSS, XML, JSON

**Programming languages** PHP, JavaScript, SQL

**Databases** MySQL, PostgreSQL, Access

**Statistical software** Stata (statistical tests), SPSS (factor/cluster analysis), XLSTAT (CBC models)

**Collaborative tools** SharePoint, Jira, Favro, Office 365

**Data Integration Platform** Alteryx, Talend

**Other applications** SAP (BW reporting tool), Photoshop, Illustrator, Excel, Word, PowerPoint, MapInfo

## LANGUAGES

<b>French</b>	Mother tongue		
<b>English</b>	Full professional proficiency <i>10 years+ work experience in English</i>	Certificate in Advanced English	(level C2)
<b>Spanish</b>	Full professional proficiency <i>1 year in Barcelona, 6 months in Buenos Aires</i>	DELE intermedio Cervantes	(level B2/C1)
<b>German</b>	Professional working proficiency <i>3 years at the Federal Department of Foreign Affairs</i>	Goethe Zertifikat Deutsch	(level B2)