

Tom Loup

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Highly driven and analytical professional with a background in transformation consulting and strategic implementation. Capable of translating complex technical requirements into commercial value. Experienced in leading software implementations and partnering with C-suite stakeholders to deliver high-impact results. Looking to move into a more strategic and impactful role.

EXPERIENCE:

Jul 2024 – Current: EY, London – Consultant

- **Software Implementation Lead:** Led multiple technical software implementations for FTSE 100 clients. Organised end-to-end delivery, managed client expectations, gathered requirements and recommended solutions. Worked closely alongside senior client stakeholders to configure software to requirements and help to migrate data onto the new systems. Also led and managed internal global delivery colleagues where implementations required.
- **Data Analytics Specialist:** Developed and implemented several BI dashboards for clients wishing to automate internal strategic reporting. Gathered requirements and wireframed solutions, before developing data models and dashboard visuals for eventual handover. Connected to varying data sources using robust connection and modelling techniques to enable transition to client success and easy adoption.
- **Associate Product Manager:** Worked with IBM engineering to develop an AI solution to a core EY service offering within Consulting. Performed strategic market due diligence and delivered a product prototype resulting in further internal investment and buy-in.
- **Product Designer:** Collaborated with Partners and Directors to design UX/UI designs for sales prototypes, resulting in successful pitches to both clients and EY senior management.

Oct 2023 – Jul 2024: Sunspel, London – Data Analyst

- **0-to-1 Ownership:** Spearheaded the company-wide migration to Power BI, designing and implementing a comprehensive suite of real-time management reports for Finance, Ecommerce, and Merchandising.
- **C-Suite Advisory:** Worked directly with the CEO, FD, and Executive Chairman to translate raw data into actionable business insights, driving daily operational efficiency.
- **User Research & Insights:** Conducted deep-dive customer analysis, including cohort and retention segmentation, to inform product and marketing strategy.

Jun 2022 – Dec 2022: Booster Box, Milan – Associate Media Ops Specialist

- 6-month full time internship at data-driven performance marketing agency based between Milan and Pietrasanta in Tuscany.
- **Data Analytics:** Worked extensively on major digital ad platforms performing A/B tests, root-cause analyses, Programmatic advertising, data analysis, and incrementality testing.
- **Excel Modelling:** Performed root-cause analysis and scenario modelling to optimize marketing budgets across multiple channels in a high growth startup environment.

EDUCATION:

Jul 2023 – Sep 2023: iO-Sphere, London – Data & Analytics Training

- 10-week advanced data analytics training programme balancing technical curriculum with professional skills
- Worked on website optimisation to deliver an A/B test scheme potentially increasing weekly gross revenue by ~10%
- Reviewed A/B test loyalty scheme and recommended scheme be gradually rolled out to all customers, increasing YoY gross revenue by £1M-£3M (10%-30%)

Oct 2021 – Dec 2022: Università Cattolica del Sacro Cuore, Milan – MSc International Business

- Master's degree combining classical academic learning and business presentations to Italian industry leaders
- Modules included: international finance, international economics, accounting and financial statements, marketing, industrial economics, banking, transportation and logistics, law, people management, brand management

Oct 2018 – Jun 2021: University of Durham – BA Classics – 2:1 (68%)

- Dissertation: "Achilles' *mēnis* in the Iliad: an existential reading" (1st)

SKILLS & INTERESTS

- **Technical Skills:** SQL, Python, BI Tools (Power BI/Tableau), Data Modelling, Figma (UX/UI), Advanced Excel, PowerPoint, Agentic AI tools
- **Core Competencies:** Financial Modelling, Technical Implementations, Ownership, Quality Delivery, Project Management, Collaboration, Procedure
- **Interests:** Competitive Sports (Cricket, Golf); Trekking (Mt Kilimanjaro, Mt Kenya); Cooking; Agentic AI Tools (High interest in the intersection of AI and development)
- **Charity:** Volunteered in a rural school in Tanzania during gap year; Volunteered at animal reserve in Kenya after university
- **Languages:** English (Fluent); Italian (Intermediate)