

Vadim MAIRET

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Data & AI • Strategy & Consulting • Tech & Innovation • Project Management • Product • Business Analysis • Business Development
Available June 2026 | Mobility: Europe & Asia

EDUCATION

MSc in Data Analytics & Artificial Intelligence <u>EDHEC Business School</u> , Lille, France	09/2025 – 06/2026
International Double Degree in Bachelor of Business Administration, Finance <u>BROCK UNIVERSITY</u> (<i>Goodman School of Business</i>), Ontario, Canada	09/2020 - 06/2024
<ul style="list-style-type: none">Concentration in FinanceAverage: 82% (Dean's Honour List)	

NEOMA BUSINESS SCHOOL (CESEM) , Reims, France
<ul style="list-style-type: none">Bachelor's thesis: <i>Cryptocurrencies and Stablecoins: A Viable Alternative to Traditional Cross-Border Payments?</i>GPA: 3.78/4

WORK EXPERIENCE

Consulting Project – UniCogni (AI-powered EdTech startup) <u>Capgemini Invent x EDHEC BS</u> , Lille, France	10/2025 - 04/2026
<ul style="list-style-type: none">Selected among top 5 Strategy & Data profiles advising an AI-powered EdTech startup in a €485B market (14% CAGR).Led TAM/SAM/SOM analysis and segmentation, prioritizing 3 high-potential B2B verticals out of 10+.Conducted competitive and pricing analysis across 10+ solutions, identifying gaps in personalization and analytics.Designed a data-driven Go-to-Market strategy, supporting a B2C to B2B business model transition.	
Business and Sales Operations intern <u>IDEXX Laboratories (Veterinary Diagnostics & Biotechnology)</u> , Paris, France	01/2025 - 06/2025
<ul style="list-style-type: none">Designed and automated an Excel VBA tool for the HQ Sales Operations team, generating sector-specific reports (dashboards, maps, clinic movements) across multiple European countries, cutting processing time from hours to minutes.Supported the restructuring of France's sales territories via ecosystem tool updates and Salesforce client mapping.Partnered with cross-functional teams to improve Salesforce data, optimize resources, and streamline processes.Organized and coordinated large-scale events (70–90 participants), managed a €20,000 budget, negotiated with external providers, and delivered feedback analyses to improve efficiency and attendee experience.	
Commercial Business Analyst (Internship) <u>Château des Charmes (Winery and Vineyard)</u> , Niagara, Ontario, Canada	04/2023 - 09/2023
<ul style="list-style-type: none">Analyzed sales performance across 10+ products and 5 channels, supporting a 12% increase in revenue.Sourced and qualified ~25 new B2B leads (hotels, fine-dining, corporate gifting), supporting outreach and deal follow-ups.Managed existing B2B accounts, assessing needs and recommending tailored product packages to increase repeat orders.Optimized seasonal inventory allocation, contributing to a 10% reduction in stock wastage.	
Business Developer (Internship) <u>CELETIS (Engineering and Technology Consulting)</u> , Reims, France	05/2021 - 11/2021
<ul style="list-style-type: none">Built and expanded the client portfolio, generating a pipeline of 40+ target accounts in the industrial and engineering sectors.Prospected and qualified new contacts, booking 15+ introductory meetings with decision-makers.Pre-screened and shortlisted 50+ engineer and technician profiles to support proposals and ongoing project staffing.	

PROJECTS

Multi-Agent AI Hackathon <u>Deloitte x Google Cloud</u> , Paris, France	11/2025
<ul style="list-style-type: none">Built a multi-agent marketing automation system using Google Cloud, Vertex AI, and Agent-to-Agent communication.Integrated BigQuery, Google Search, Gemini, Imagen, and external APIs for data, market, and creative generation.	
Data Analytics and Visualization <u>Accenture North America – Job Simulation on Forage</u>	02/2025
<ul style="list-style-type: none">Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture.Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions.	

SKILLS AND INTERESTS

- Languages:** French (native), English & Russian (fluent).
- Technical Skills:** Proficient in MS Office Suite (Excel, VBA, PowerPoint, Word), Salesforce, Python, SQL and PowerBI.
- Soft skills:** Proactive, analytical and adaptable, with strong communication, storytelling and problem-solving abilities.
- Interests:** Technology (AI, Blockchain), Finance, Music & Video Production, and Event Planning.
- Music:** Graduated with a full diploma in piano performance: *Certificat d'Etudes Musicales* (obtained with distinction and unanimous congratulations from the jury) from the Municipal Conservatory of Paris in 2019.