

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

09/2025 – 06/2026

EDHEC Business School, Lille, France

- Core courses: Python programming, machine learning, data mining, statistical modelling, web analytics, Tableau.
- Business Intelligence/Analytics specialization: NLP, social network analysis, operations analytics, data-driven insights.
- Foresight, Innovation & Transformation Certificate: Sustainability leadership, strategy project, and Berlin start-up immersion.

International Double Degree in Bachelor of Business Administration, Finance

09/2020 - 06/2024

BROCK UNIVERSITY (Goodman School of Business), Ontario, Canada

- Concentration in Finance
- Average: 82% (Dean's Honour List)

NEOMA BUSINESS SCHOOL (CESEM), Reims, France

- Bachelor's thesis: *Cryptocurrencies and Stablecoins: A Viable Alternative to Traditional Cross-Border Payments?*
- GPA: 3.78/4

WORK EXPERIENCE

Consulting Project – UniCogni (AI-powered EdTech startup)

10/2025 - 04/2026

Capgemini Invent x EDHEC BS, Lille, France

- 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

01/2025 - 06/2025

IDEXX Laboratories (Veterinary Diagnostics & Biotechnology), Paris, France

- 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)

04/2023 - 09/2023

Château des Charmes (Winery and Vineyard), Niagara, Ontario, Canada

- 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)

05/2021 - 11/2021

CELETIS (Engineering and Technology Consulting), Reims, France

- 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

11/2025

Deloitte x Google Cloud, Paris, France

- 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

02/2025

Accenture North America – Job Simulation on Forge

- 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.