CECILE FARRIAUX

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EDUCATION

Learn2Launch Entrepreneurship program	**3 months, 2020**
UC Berkeley	⊙ Berkeley, USA

Developing a circular fashion venture: discovery (50 interviews), prototyping, go-to-market.

MSc X-HEC Entrepreneurs	**2017 - 2020**
HEC Paris – Ecole Polytechnique	⊙ Paris, France

GPA: 3.85, GMAT: 740 (Top 3%)
Courses: Web Development, AI/ML, Ideation, Startup KPIs, Startup Finance, Excel Modeling.

Dual BA in Financial Economics	**2015 - 2017**
Columbia University – Sciences Po Paris	⊙ Paris, France - New-York, USA

GPA: 3.98, Summa Cum Laude, Phi Beta Kappa (National award for top 10% students)
Courses: Entrepreneurship, Strategy, Marketing, Corporate Finance, Econometrics.

PROFESSIONAL EXPERIENCE

Chief of Staff for the CEO	**6 months, 2019**
Fujitsu France	⊙ Paris, France

- Launched a 6-month agile transformation project, acted as project manager and scrum master.
- Piloted a 12-person internal consulting team for strategic sales.
- Prioritized 10 objectives for the management committee and aligned KPIs to drive activities.

Venture Capital Analyst	**5 months, 2018**
C4 Ventures	⊙ London, UK

Early to mid-stage European fund, investor in Nest, Foursquare, Via and Graphcore
- Sourced and evaluated 20 opportunities per week by participating in events and meeting entrepreneurs.
- Engaged in due diligence around market, business model, KPIs, competition and business plan.
- Researched 3 sectors: smart hardware, future of commerce and digital media.

Product Management Intern	**3 months, 2018**
N26 Group	⊙ Berlin, Germany

- Prioritized top 30 user issues and created business cases leading to one addition to the roadmap.
- Led user research to improve support experience: draft hypotheses, prototype, lead interviews.
- Created process to identify issues from customer support and arbitrate bug fixing vs new features.
- Managed migration to Salesforce lightning: user training, stakeholder communication and initial bug fixing.

Product Marketing & Business Development	**2 years, 2016 - 2018**
Training Orchestra	⊙ New-York, USA

ERP for corporate training departments, expanding to the USA post €5m fundraise
- Adapted positioning and marketing strategy to the USA: new website, content, social, SEO.
- Took our content arsenal from 0 to 15+ and gave presentations to partners and prospects with the CEO.
- Led the redesign of our USA website, collaborating with an agency on wireframing and copywriting.
- Qualified 250 leads including CEOs and training directors at 6 HR/edtech trade shows.

Product Development Intern	**2 months, 2015**
Infront Analytics	⊙ Paris, France

Business valuation platform for finance professionals
- Created a framework to analyze financial industry companies, which was integrated in the product.

SKILLS

Languages: French, English, Spanish, Japanese, German   **Project:** JIRA/Confluence, Asana, Trello
Tech & data: HTML/CSS, Python, SQL, Excel, Google Analytics   **Design:** Figma, Marvel, Whimsical

Online courses: Fundamentals of programming, Product design, Web programming with python and javascript

PERSONAL PROJECTS

User research freelancer	Used market research and user interviews to draft 7 personas, identify 3 most promising ones and prioritize features for UK launch of a stealth fintech startup.
Association president	Co-founded the Sciences Po International Association and supervised a team of 11 students to organize festivals, language exchanges and newsletters.
Website development	Learned the basics of web development and created a personal portfolio website.