# Frédéric PARESY

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## Actual Statement

▸ **Resume:**

**Presales** in Altares – Dun & Bradstreet. Altares is the French leader in BtoB economic information
Since 2014, I've been supporting the Altares' sales-team by developing effective and added-value insights to create sales business strategies and close complex business cases.
With a solid technical background, my achievements are in:

- Sales & Marketing Solutions, from prospection to churn
- B2B Data Integration with webservices and connectors
- Data Management issues relating B2B customers
- Business Intelligence and Data-visualization tools

**Data and Business Expert** on legal, relationships, compliance and finance data, I'm working with marketing teams regarding specific needs on Sales solutions and help them transforming Big Data to Smart Data. I also create and deliver effective presentations and sales tools for the sales team, regarding their activity sector.

▸ **Core competence:**

- **An Engineer's mind wrapped in a sales rep's clothes**: as a former Project Manager, I study, analyse and develop all sales activities driven to customer's goals.
- **DMP Expert** (Data Management Platform): I'm the main consultant with all our partners and ISV (Independent Software Vendor) regarding in CRM, SRM (Customer/Supplier Relationship Management), MDM (Master Data Management) & ERP (Enterprise Ressource Planning). Our partners: Olbico, Karoo, Synolia & Ivalua.
- **CRM knowledge:** Salesforce (attendee at Salesforce tradeshows in Netherlands & France in 2018), CRM Dynamics & SugarCRM
- **Senior Project manager**: my main background (15 years) in designing and managing BtoB software with very specific solution focused to Data (Altares, Ipsos, Legrand)
- **Initiated pre-sales activities, consulting services and products,** with designing project's scopes and prepared proposals and sharing best practices in Data management
- **Team Management** in software development and software maintenance
- **Product Management** in keeping up-to-date and a step forward an existing solution
- **Effective Scope of Work**: Expert in POC building (Proof Of concept) and workflow wireframes.

## Professional experience

▸ **Altares D&B**
@ Colombes
🗓 Mai 2012 > …
📄 Full-time
ⓘ 572014199

Since 2014: **Pre-Sales** – BtoB Data Expert on Sales & Marketing Solutions, on consulting and designing solutions to integrate BtoB Data into companies' systems (CRM; ERP and Business Intelligence software)
2012/2014: **Senior project Manager** – Project Manager into providing Data from Altares's systems into the customer's system (CRM / ERP / BI).

▸ **IDM**
@ Champs/Marne
🗓 2000 > 2012
📄 Full-time
ⓘ 394410567

2005 / 2012: **Product Manager** – Responsible of the brand PointRisk in partnership with Altares D&B, a software tool designed to make complex queries on marketing et financial data on companies.
2000 / 2012: **Project Manager** – Project Manager on Data integration and maintenance for Altares D&B, Ipsos & Legrand.

▸ **Bedouk Editions**
@ Ivry/seine
🗓 1998 > 2000
📄 Full-time
ⓘ 326068822

**Multimedia Product manager** – In charge of the duplicating process from the paper catalogue to the www.bedouk.com website. Webmaster and digital marketing.
**Hardware & Network co-administrator** –Windows NT administrator, SQL Server et MacIntosh server for 55 users.

# Professional experience (suite)

| ▶ Others: | **ODS** –DECAN Group | | @ Paris 12ème | ⓘ 1997 (3 month) | ⓘ Full-time |
|---|---|---|---|---|---|
| | Junior Sales Rep in Document Data Management & Workflow solutions | | | | |
| | **ADS** –SAGE CYBORG group | | @ Paris 8ème | ⓘ 1997 (2 month) | ⓘ Full-time |
| | Junior Sales Rep in Sage-Saari chartering software and hardware management. | | | | |
| | **MGEL** – Mutuelle Générale des Etudiants de l'Est | | @ Troyes (10) | ⓘ 1995 (6 month) | ⓘ Partial time |
| | In charged of the relationships between post-bac schools and the MGEL Insurance company. | | | | |

| ▶ Trainees: | ELF AQUITAINE | ⚊ Multimedia Marketing assistant | @ La Défense | ⓘ 1997 (3 month) |
|---|---|---|---|---|
| | VIRGIN FRANCE | ⚊ GSS & GSA Sales Rep | @ Normandie | ⓘ 1996 (2 month) |
| | L'EST ECLAIR | ⚊ Junior Sales rep for its advertising agency | @ Troyes (Aube) | ⓘ 1994 (5 month) |
| | ELF AQUITAINE | ⚊ Junior Chartered assistant | @ La Défense | ⓘ 1992 (2 month) |

# Skills & Qualifications

| ▶ Office: | Very good use in all Microsoft package (Word, Excel, Powerpoint, Visio, Outlook, Access) |
|---|---|
| | Good use in of Atlassian's Confluence software (Spaces, Kanban, JIRA, Gliffy) |
| | Good use in PAO (Photoshop / GIMP) |
| ▶ Technical: | Very good use in HTML language and Cascading Style Sheets (css) |
| | Good use in SQL language (Microsoft, Oracle, MySQL) |
| | Good knowledge in ASP, PHP, XML/XSL. |
| ▶ Data treatment: | Expert in text-data treatment (Ultra-Edit, Notepad++) and all regular expressions |
| | Good use in BI and Data-visualization software:  Bime & Access Insight |
| | Good use in Webservices (SOAP / REST) |
| | Basic knowledge in ETL (Talend & Stambia) |

| ▶ Idioms: | **French:** | **mother tongue** |
|---|---|---|
| | **English:** | **advanced level** - Level 2+ at TOEIC & TOEFL |
| | **Spanish:** | **good level** |

| ▶ Education: | **ESC** | 1996 – Bachelor in Sales & Marketing of the Troyes Business School of Management. |
|---|---|---|
| | **BTS** | 1993 – Brevet de Technicien Supérieur of accountancy & chartering. |
| | **BAC** | 1991 – Baccalaureat A1, humanities & mathematics, with mention. |

# Miscellaneous

| ▶ Hobbies | Owner and administrator of my personal domain www.atoma.org ; |
|---|---|
| | Music in all its form with a hint for progressive music; |
| | Contemporary novels (Palahniuk, Welsh, Burroughs) ; Crime & fiction (Connelly, Billingham, etc.) |
| | Sports: Mountain Bike (600 miles a year), Baby-foot & football. |

| ▶ Personal | 47 years old |
|---|---|
| | Wife, no child |
| | Driving licence owner; company car |

| ▶ References<br>*(on demand)* | IDM – Philippe CLIMENT;  CEO. |
|---|---|
| | MC KINSEY - |
| | HEC - |