



Frédéric PARESY

28 rue Blin
91370 Verrières-le-Buisson
FRANCE
☎ 06.62.51.77.27
✉ fred.paresy@atoma.org

Objective statement

Head of Content

Seeking a position that will benefit from my strong technical and sales experience in improving your Data assets to give new insights to your customer

Actual Statement

► Resume:

Data Product Manager in Altares – Dun & Bradstreet. Altares is the French leader in BtoB economic information. Since 2022, I've been conceiving with Datascience and IT teams the new solutions and KPI to display in our products (web platform, API and batch files).

Data and Business Expert on legal, relationships, compliance and finance data, I'm working with Sales and Marketing Department to study the ROI on new demands from our customers. I work closely with the Product Managers and Product Owners to guarantee that our key-data meets the goals expected by our users. I'm a sponsor to the Data Operational team to improve our DQM process and I support our Product Marketing Managers to show our know-how and added-value.

► Core competence:

- **Coordinator:** Ability to converge different interest towards customer's expectations.
- **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 Resource Planning). Our partners: Olbico, Karoo, Novuly's GFI, Synolia & Ivalua.
- **CRM knowledge:** Salesforce (attendee at Salesforce tradeshows in Netherlands & France in 2018/2019), 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 2022: **Data Product Manager** – BtoB Data expert in conceiving new KPI for our customers.
2014/2021: **Pre-Sales** – Sales support 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** – Managing a joint-venture product called "PointRisk" in partnership with Altares D&B, a software tool designed to make complex queries and extraction on marketing and financial data on French companies.
2000 / 2012: **Project Manager** – Project Manager on Data integration and Application 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 12 ^{ème} ⓘ 1997 (3 month) ⓘ Full-time Junior Sales Rep in Document Data Management & Workflow solutions
	ADS – SAGE CYBORG group @ Paris 8 ^{ème} ⓘ 1997 (2 month) ⓘ Full-time Junior Inside Sales in Sage-Saari chartering software and hardware management.
	MGEL – Mutuelle Générale des Étudiants de l'Est @ Troyes (10) ⓘ 1995 (6 month) ⓘ Partial time In charge 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 softwares (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 softwares: 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:	RNCP 2018 – Graduate in "Selling B2B solutions". 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 rock; Contemporary novels (Palahniuk, Welsh, Burroughs); Crime & fiction (Connelly, Billingham, MacBride) Sports: Mountain Bike (1400 miles a year), Squash and Bar football.
▶ Personal	51 years old Wife, no child Driving licence owner; company car
▶ References <i>(Phone on demand)</i>	IDM – Philippe CLIMENT; CEO. MC KINSEY – Alain IMBERT; Research & Analytics Manager HEC – Martin FABER; IT Project Director