



Caroline Trudeau

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SUMMARY

I am a dynamic and highly-motivated digital strategy & innovation and customer experience executive. During my 20-year career, I have developed a keen ability for understanding business needs and operational challenges and constructing corresponding result-generating digital solutions. I am also an experience maven: from vision to execution, I practice a relentless focus on creating meaningful innovation that can transform and disrupt individual and collective experiences, while adding business value. I am passionate about team building. I am bi-cultural and culturally curious. Above all, I am a consultant. I have global experience with brands like: IBM, BMW, Exxon Mobil, Volkswagen, Hilton Worldwide, Gannett, AARP, lululemon and America Online (AOL).

PEDIGREE

Master of Science / Project Management / George Washington University

Bachelor of Science / Management / Arizona State University

Project Management Professional / Project Management Institute

Languages / French (Canada) & English

Citizenship / Canada & USA

Ironman Finisher / 2015: Arizona, USA

EXPERIENCE

Collective Thoughts LLC / 2018

Founder & Principal

Responsible for establishing and directing the activities of the business startup including identifying market opportunities, products and services, developing business plans and forecasts, customer acquisition, retention and engagement, and delivery excellence. Revenue growth has more than doubled since inception. Collective Thoughts is a digital and creative consult-agency dedicated to harvesting the capabilities of humans coming together to innovate and solve problems with intent and careful consideration. (www.innovatewithct.com)

IBM / 2015 - 2017

Associate Partner / Global Business Services, **BMW North America** Account Leader

Lead digital, strategy, interactive and cognitive transformation solutions and engagements at BMW, resulting in a first-of-kind artificial intelligence (AI) digital marketing product with corresponding new business model and competition for the unseating of a long-term digital agency of record.

- Listened for digital marketing client business needs and develop customer experience and innovation strategies that generate incremental leads, specifically using augmented intelligence technology
- Developed direct relationships with strategic client stakeholders, including C-level executives, while building eminence for IBM
- Collaborated with global counterparts, both at IBM and BMW to facilitate go-to-market communication strategy
- Accountable for the end-to-end success of client engagements, including deal crafting, signings, revenue and profitability
- Managed an investment portfolio that differentiated IBM from other client partners
- Lead global automotive customer experience and retail transformation initiatives with Salesforce
- Design Thinking facilitator and public speaker for audiences of 300 + people

Senior Managing Consultant / **ExxonMobil** User Experience, Creative and Marketing Program Advisor

Responsible for developing innovative and creative approaches for a user-centered digital product redesign for international audiences, resulting in the redesign and relaunch of ExxonMobil's mobile payment app.

- Lead the product's user experience vision, definition and planning
- Defined product key strategic messages and contributed to strategic and product road map definition
- Executed product redesign project planning, budgeting, and aligned marketing communications activities

Organic, an Omnicom Agency / 2012 - 2015

Director, Client Services / Troy, MI

Responsible for leadership, oversight, client satisfaction, growth and profitability of agency's DC-based accounts, specifically in the delivery of high-profile, large-scale, multi-million-dollar digital marketing engagements, resulting in the digital launch of **Volkswagen's** connected car offering, Car-Net® and **Hilton Worldwide's** digital analytics platform foundation transformation with Adobe Experience Cloud.

- Responsible for the successful oversight of Volkswagen's Digital Ownership Experience program and connected car initiatives for the agency
- Responsible for the strategy, vision and planning of Hilton's digital analytics modernization to Adobe
- Accountable for all aspects of agency-client relationship and communications at all levels of agency and client organizations
- Imparted client value through marrying business needs with agency offering

Perfect Sense Digital / 2011

Principal Project Manager / Reston, VA

Responsible for the implementation of user-focused avant-garde and innovative web products, from vision and concept through launch and enhancements. Projects included web site redesigns and the development of web & mobile applications.

- Worked with clients to determine project portfolio priorities according to current strategic plans
- Led cross-discipline teams in planning, requirement gathering, information architecture, user interface design, technical design and implementation tasks; provided clients with guidance and recommendations during project life cycle
- Clients included: VetStreet, Gannett, SnagFilms and IndieWire

lululemon athletica / 2008-2012

Key Leader / Arlington, VA

Responsible for ensuring an exceptional level of education on the retail floor by training, coaching, and developing a team of Educators to deliver the lululemon guest experience. Achieved by building capabilities within the store team to drive strategy and achieve results for the business.

NavigationArts / 2006 - 2011

Senior Consultant / McLean, VA

Responsible for the planning, directing, and monitoring of complex web strategy and projects for commercial and not-for-profit clients. Engagements varied from client consulting on web strategy to content management system implementations, and web site redesigns to product recommendations. Results include the relaunch of many e-Commerce web sites and mobile applications, extraordinary client satisfaction and exponential revenue growth for the agency.

- Worked with clients to ensure alignment of web project priorities with user experience best practices and accurate representation in all project deliverables
- Provided clients with recommendations on potential projects for current and future strategic initiatives resulting in the alignment of projects with organizational objectives and timely problem resolution
- Created, monitored, and controlled all project budgets and phasing schedules; negotiate with internal stakeholders for resource assignments; manage resource allocation to maximize organization-wide resource utilization and revenue
- Key clients included: Laureate University, The George Washington University, AARP, The American Psychological Association, The Wolf Trap Foundation, Institute of Medicine and PBS

Computech, Inc. / 2005 - 2006

Software Development Project Manager / Federal Communications Commission (FCC) / Washington, DC

Responsible for managing the complete portfolio of new software development initiatives for the FCC's Wireless Telecommunication Bureau's Universal Licensing System (ULS). Manager of a cross-functional team of 18. Results include the digital launch of many FCC process modernization initiatives.

America Online / 1998-2005

Responsible for the delivery and operation of member acquisition initiatives, from call center to digital marketing channels. Launched and managed AOL's call center member acquisition channel, followed by a multitude of residual member services initiatives in member acquisition and satisfaction. These initiatives resulted in millions of incremental and satisfied members.

Senior Technical Project Manager / Sterling, VA / 2002-2005

Responsible for the implementation of technical software development requirements for new and existing company strategic products and initiatives in an environment of rapidly changing business priorities, visionary marketing plans, and constant technology updates.

Project Manager / Herndon, VA / 2000 - 2002

Researched and evaluated existing call center technology processes within the customer care tool and industry, resulting in recommendations to driving marketing acquisition and retention goals. Responsible for launching AOL's Sign Up By Phone program.

Technical Support Coach / Tucson, AZ / 1998 - 2000

Supervised, trained, and led a team of up to 36 in-bound call center employees including delivering annual reviews, performance plans, and personnel recognition. Team primary objective was to ensure customer satisfaction during contact with AOL.