

CAROLINE TRUDEAU

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Digital Innovation Executive
Experience Fanatic
Creative Thinker
Change Maker
Author



Washington, DC
Munich, Germany
www.thevoicescollection.com
Born 22 August 1975
Single & Without Children

SUMMARY

For 20 years, I have been building and leading teams that have imagined and successfully delivered customer-facing digital innovation and transformation initiatives at some of the world's most powerful brands, including: IBM, BMW, Exxon Mobil, Volkswagen, Hilton Worldwide, Gannett, AARP, lululemon & AOL. / Recently, as an entrepreneur, I have worked mostly with start-ups to create, evolve and execute on their business and go-to-market strategies. / I practice a human-centered approach that infuses creative thinking and analysis as the foundation and guide to innovation in customer experience, marketing, technology and business process improvements.

VISION

I lead a team of professionals who focus on exploring empathy as the foundation for orchestrating the delivery of meaningful corporate, digital & technology innovation.

PASSION

Leadership to genuinely inspire, empower and support others to find and maximize their strengths so that together, we can create the exceptional change we seek.

PEDIGREE

Master of Science / Project Management /
The George Washington University 2008
Project Management Professional (PMP) /
Project Management Institute 2005
Bachelor of Science / Management /
Arizona State University 1998
Associate Degree / General Studies /
Phoenix College 1996

SUBSTANCE

Board Member / The Nicholson Project &
Nightingale Nurses International 2019
Woman of the Week / Global Digital Women
January 29, 2019
Digital Female Leadership Award /
Nominee: Global Hero 2018
IBM Service Excellence Award /
Dare to Create Original Ideas 2015
Ironman Finisher / Arizona, USA 2015
Citizenships / Canada & USA

SKILLS

Leadership, Digital Strategy & Consulting
Customer Experience
Innovation & Technology Management
Go-To-Market Strategy
Brand & Digital Marketing
Design Thinking & Workshops
Client Services & Account Management
Business Development & Sales
Project Management & Delivery Excellence
Change & Operations Management
Public Speaking & Creative Writing
Coaching & Mentoring
Language / French (Canada)

EXPERIENCE

Collective Thoughts LLC / 2018 – Current / Global

Founder & Principal: Collective Thoughts is a creative consult-agency start-up I founded to serve global companies seeking to create meaningful, transformative, analytics-informed, results-oriented and emotion-evoking experiences to activate radical change and purposeful innovation.

IBM / Global Business Services / 2015 – 2017 / USA & DE: Munich Associate Partner: As the account leader for BMW North America, I was responsible for marketing innovation, resulting in the creation of new digital business models for artificial intelligence technology (IBM Watson) in digital marketing channels and ecosystems.

Senior Managing Consultant: As Program Advisor for Exxon Mobil's Mobile payment solution, I lead the product's user experience, creative and marketing strategic vision leading up to the successful launch of the SpeedPass+ mobile app.

Organic / an Omnicom Digital Agency / 2012 – 2015 / USA: MI & VA Director, Client Services: As the leader for the Detroit-based agency's Washington, DC area accounts, I oversaw the delivery high-profile, large-scale, multi-million dollar digital customer experience & technology engagements at Volkswagen of North America and Hilton Worldwide.

Perfect Sense Digital / 2011 / USA: VA

Principal Project & Operations Manager: At this boutique digital consultancy, my team developed and implemented avant-garde web products.

lululemon athletica / 2008 – 2012 / USA: VA

Key Leader (part-time): At the athletic apparel retailer, I ensured an exceptional level of product education on the retail floor.

NavigationArts / 2006 – 2011 / USA: VA

Senior Consultant: At this DC-area firm, I developed the discipline to excel at client service, business development, digital strategy, and delivered complex web projects, profitably.

Computech, Inc. / 2005 – 2006 / USA: DC

Software Development Project Manager: Living in DC, I had to give government consulting a try. I lead a team of cross-functional software professionals that modernized the Federal Communications Commission's wireless licensing system.

America Online / 1998-2005 / USA: AZ & VA

Senior Technical Project Manager: Literally bringing America, and the world, online, this is where my dedication to customer experience and curiosity for state-of-the-art technology were born. I was responsible for new member acquisition channels.

EXTRA

The Voices Collection / 2018 – Current / Global

Creator, Chief Storyteller & Podcast Co-Host: The Voices Collection is a creative celebration of my desire to authentically and unapologetically express myself and inspire others to do the same.