

CAROLINE TRUDEAU

Visionary & Innovator
Experience Strategist
Creative Thinker
Customer Fanatic



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SUMMARY

I have spent nearly 25 years advising, serving and innovating with brands that choose human-centricity as a strategic imperative. Our partnerships have resulted in new value channels where creating intimacy with customers reigns as the differentiating solution to gnarly problems. / I have lead teams that have imagined and successfully delivered customer-facing tip-of-spear digital and physical products, services, campaigns and experiences at some of the world's most powerful brands. / I am a multi-disciplinary generalist, an integrator, a growth catalyst, a modern experience visionary & strategist. / I bring a cross-industry toolkit and point-of-view to my favorite one: automobility. / I aim to help organizations craft, utilize and optimize customer data-fueled insights to inform the creation and delivery of delightfully valuable, loyalty-building experiences. I call it seeking return on feelings.

VISION

I lead a team of professionals who are committed to exploring ecosystems in which companies operate, emerging technologies and emotions as the foundation for loyalty-building experiences.

PURPOSE

To be the facilitator of experiences that connect and boost people's lives.

PEDIGREE

Master of Science / Project Management /
The George Washington University

Bachelor of Science / Management /
Arizona State University

Project Management Professional (PMP) /
Project Management Institute

SUBSTANCE

Citizenships / Canada & USA

Board Memberships /
Nightingale Nurses International 19+
The Nicholson Project 19+

Global Diversity Ambassador /
Female One Zero (Germany) 20+

Global Keynote Speaker /
Women Automotive Summit (Europe) 24/11/20
World Automotive Conference (Istanbul) 18/10/19

Woman of the Week /
Global Digital Women (Germany) 29/1/19

Digital Female Leadership Award /
Nominee: Global Hero 18

IBM Service Excellence Award /
Dare to Create Original Ideas 16

IBM Manager's Choice Award /
Relentless Reinvention 15, 16, 17
Put the Client First 15, 16, 17

Ironman Finisher / Arizona, USA 15

SKILLS & INTERESTS

Leadership / Consulting / Strategy / Digital /
Customer Experience / Innovation / Emerging
Technologies / New Business Models /
Client Service & Account Management / Project
Management & Delivery Excellence / Change
Management / Design Thinking & Workshops /
Marketing / Brand / Content / Communications
Public Speaking / Creative Writing / Mentoring &
Coaching / Design / Travel / Plants

Languages / French-Canada Native+German Student

EXPERIENCE

Slalom / 2019 – Current / USA: DC

Senior Director, Head of Digital & Experience Innovation / Slalom is a modern, global consultancy. We are building a world in which everyone has the opportunity to love their work and life. We exist to help our clients reach for and realize their vision. We stand to serve our communities – the world, purposefully and better. I am responsible for a team of strategists, creatives, researchers, marketing technologists, data, words and doodle nerds, thinkers and doers. We are change chasers and truth tellers. Our passion is the business of people.
Key clients: **CarLotz**, **American College of Cardiology**.

Collective Thoughts LLC / 2018 – Current / USA: DC & DE: Munich

Founder / Collective Thoughts is digital & creative consult-agency dedicated to harvesting the capabilities of humans coming together to think through and innovate with the intent to create the change we collectively seek. It is the home of creative side hustle, my blog, The Voices Collection and my podcast, The Gloss Over Podcast.
Key clients: **Capita** (UK), **SecureSystems** (DE), **Siemens** (DE), **Align Development**.

IBM / Global Business Services / 2015 – 2017 / USA & DE: Munich

Associate Partner / As the Account Leader for **BMW of North America**, I was responsible for marketing innovation, resulting in the creation of new digital business models for artificial intelligence integration into digital marketing channels and technology.

Senior Managing Consultant / As Program Experience 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 of the Detroit-based digital agency's Washington, DC regional accounts, I oversaw the delivery high-profile, large-scale, multi-million dollar digital customer experience & technology engagements at the **Volkswagen Group of 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, including the foundation for a now thriving custom CMS, Brightspot. Key clients: **Gannett**, **VetStreet**.

lululemon athletica / 2008 – 2012 / USA: VA

Key Leader: At the athletic apparel retailer, I ensured an exceptional level of product education and customer experience on the retail floor.

NavigationArts / 2006 – 2011 / USA: VA

Senior Consultant / At this user experience firm, I developed the discipline to excel at client service, business development, digital & content strategy, and delivered complex web projects, profitably. Key clients: **AARP**, **PBS**, **Gannett**, **GWU**.

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

Product Manager / At this government contracting firm, 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

Technical Project Manager / Literally bringing America, and the world, online, AOL is where my dedication to customer experience and my curiosity for state-of-the-art technology were born. I was responsible for innovation in member service acquisition channels (beyond the CD).