

CAROLINE TRUDEAU

Consulting Executive, CXO
Auto-Mobility Strategist
Experience Visionary
Creative Thinker



CarolineTrudeau@gmail.com
+1-202-415-9873
Reston, VA (IAD)
www.thevoicescollection.com

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 otherwise gnarly problems. / My teams have imagined and successfully delivered customer-facing digital products, services, campaigns and experiences at some of the world's most powerful brands, profitably. / I am a multi-disciplinary generalist, an integrator, a growth catalyst, a change maker, a modern experience visionary & strategist. / I am also a marketer. / I bring a cross-industry toolkit and point-of-view to my favorite one: auto-mobility. / 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
The Nicholson Project

Global Diversity Ambassador

Female One Zero (Germany)

Global Keynote Speaker

Woman of the Week

Global Digital Women (Germany)

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

Put the Client First

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

Capgemini Invent / 2021 – Current / North America

Senior Director, Head of CX & European Automotive / Invent is the management consulting, strategy and transformation powerhouse of the Capgemini Group. I serve as the customer experience go-to-market leader for North America. As an account leader, I am also responsible for activating industry relevant solutions for our European automotive and mobility clients.

Slalom / Market & Emerge / 2019 – 2021 / DC & Global

Senior Director, Customer & Experience Strategy / I led the solutioning and delivery of the firm's largest and most strategic customer experience engagements.

Senior Director, Digital & Experience Innovation Practice Leader / I was responsible for leading a team of experience strategists, creatives, researchers, marketers and marketing technologists, data, words and doodle nerds, thinkers and doers. All of us delivering digital transformation to DC's most respected corporations. Key clients: **CarLotz**, **American College of Cardiology**.

Collective Thoughts / 2018 – Current / USA & 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 led 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 / Key clients: **AARP**, **PBS**, **Gannett**, **GWU**.

Computech / 2005 – 2006 / USA: DC

Product Manager

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

Technical Project Manager