

CAROLINE TRUDEAU

Experience Visionary
Growth Catalyst
Strategist & Storyteller
Auto-Mobility Innovator



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SUMMARY

I am a multi-disciplinary leader, a marketer, a connector, a change (and wave) maker, a minority rights' advocate, a keynote speaker and a writer. / Both in industry and as a consultant, I have spent nearly 25 years studying, advising and innovating with brands that choose human-centricity as a strategic business value imperative. Our collaboration has resulted in new bi-directional channels where the creation of intimacy reigns as the differentiating solution to modern problems. For customers, clients, colleagues, citizens, communities, and corporations. / My teams have imagined and successfully delivered customer-facing digital products, services, campaigns and experiences at some of the world's most powerful brands. / I bring a cross-industry toolkit and point-of-view to my favorite one: auto-mobility. / I aim to help organizations curate, utilize and optimize customer data-fueled insights to inform the creation and delivery of delightfully valuable, connected experiences. I call this craft the business of creating return on feeling.

VALUES

Trust, freedom, respect, curiosity,
discipline & adventure.

PURPOSE

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

PEDIGREE

The University of Cambridge 22
Executive Leadership/ Sustainability Strategies
The George Washington University 08
Master of Science / Project Management
Arizona State University 98
Bachelor of Science / General Management
Project Management Professional (PMP)
Project Management Institute
Design Thinking Creative Leadership
IBM Academy
Yoga Teacher Certification
Yoga Alliance

SUBSTANCE

Citizenships / Canada & USA
Languages / French Native + German Beginner (A2)
Ironman Finisher / Arizona, USA 15
Women Automotive Network
Industry Special Advisor & Host
Board Memberships
Nightingale Nurses International / The Philippines
The Nicholson Project / DC
Global Diversity Ambassador
Fe: MaleOneZero / Germany
Leadership Awards
F10 Innovator of the Week 22
GDW Woman of the Week 19
DFLA Nominee: Global Hero 18
IBM Service Excellence & Awards 15, 16, 17

SKILLS & INTERESTS

Strategy / Sustainability & Circularity/ Innovation /
Creative Leadership / EV Marketing & Adoption /
Immersive Experiences / Emerging Technologies /
Customer Data Platforms / MarTech / Workshops /
Culture Making / Transformation Agility / Change &
Program Management / New Business + Subscription
Models / Decision-Making Facilitation & Intelligence /
Public Speaking / Creative Writing / Design /
Comedy / Plants / Singing / Tacos & Travel

EXPERIENCE

pageight / 2018 – Current / Global

Founder & Chief Experience Officer / pageight is consult-agency dedicated to the power of humans coming together to talk, think and innovate. Our raison d'être is simple: we undertake thorny problems and create the change we collectively seek. We help our clients initiate and integrate sustainable, transformative strategies that result in constituent engagement via intimacy- and loyalty-building experiences.

Capgemini Invent / 2021 – 2022 / North America

Senior Director, Automotive / Invent is the management consulting, strategy and transformation powerhouse of the Capgemini Group. I served as experience go-to-market leader for the Automotive industry. I was also the account leader for the Group's largest automotive accounts, responsible for market-specific industry advisory expertise and solutions in North America.

Slalom / 2019 – 2021 / DC & Global

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

Practice Director, Digital & Experience Innovation - DC Market / I led a team of experience designers, strategists, creatives, researchers, marketers and marketing technologists, data, words and doodle nerds, thinkers and doers. All of us delivering experience-led transformational engagements to the DC area's most respected corporations. Key clients: **CarLotz, American College of Cardiology.**

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 inclusive of artificial intelligence (AI) 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, resulting in the acclaimed launch of the SpeedPass+ mobile app.

Organic / an Omnicom Digital Agency / 2012 – 2015 / USA: Detroit & VA

Director, Client Service / 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, analytics & 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 CMS, Brightspot. Key clients: **Gannett, VetStreet.**

lululemon athletica / 2008 – 2012 / USA: VA

Retail Key Leader (part-time)

NavigationArts / 2006 – 2011 / USA: VA

Senior Consultant / Key clients: **AARP, PBS, GWU, Fannie Mae.**

Computech / 2005 – 2006 / USA: DC

Product Manager / Key client: **FCC.**

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

Technical Project Manager