

# Guillaume FENET

## MARKET ANALYST

Motivated and goal-oriented, proficient to examine the information and turn it into relevant decision making for the company. Very curious in researching and discovering what tomorrow's world will be like, identifying market opportunities and developing business strategies.

## EXPERIENCE

**Keyrus, Belgium** — Executive Assistant (VIE)  
March 2019—March 2020

Working as an Assistant providing support to the core executives on an international level.

- Creation of data catalog (excel based) and technological radar to identify, analyze, and interpret IT market trends in order to guide Keyrus group partnership strategy.
- Organization of a one-week "CPG sector approach" workshop with international executives to redefined Keyrus commercial offer in Food and Beverage Industry.
- Creation of an HR process maturity assessment survey (based on excel) to support and provide tools for Keyrus worldwide offices to monitor and improve their own processes.

**The Logic Value, Spain** — Business Developer (Internship)  
November 2017— January 2018

Worked as Business Developer to identify and analyze new business models in the financial technology sector to provide a business plan for the company.

- Competitive intelligence, SWOT analysis and bid comparison board in sectors such as Neobanks or Roboadvisors.
- Creation of comparative board, analyzing and improving the communication. Translation in English, French, Spanish of the company website.

**Astr'in, France** — Project Manager (Internship)  
September 2016 — March 2017

Conducting a project for 6 months in a transportation freight company to implement sustainable solution and obtain public certifications.

- Preparation, analysis and updating of the transport fleet data, providing financial and technical solutions to reduce fuel consumption.
- Realization of a market study regarding gas-powered trucks, identifying actors and tax advantages to direct future investments.
- Analysis of the company's internal process to obtain a label (AEO) for international trade.

## ACADEMIC BACKGROUND

**Master Thesis** — Urban Farm: an innovative agricultural management system

**Vilnius Gediminas Technical University** — Erasmus Exchange (English)  
February 2018 — June 2018  
Faculty of Business and Environment

**ICN Business School** — Master: Programme Grande Ecole  
September 2014 — October 2018  
Specialization: Management of Innovation

## LANGUAGES

**English** — Excellent in speech, writing and reading (TOEIC 820)

**Spanish** — Good in speech, writing and reading

**French** — Native Language



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## SKILLS

Strong analytical skills and willingness to develop them further

Proficient in Powerpoint and Indesign presentations

Developing new and enhancing existing reports using a variety of tools

Strong knowledge in IT sector (market trend and new technologies)

Configuring and designing reports in Excel for business

Extracting and cleaning data from different sources to conduct market and financial research

Interpreting data, analyzing results using statistical techniques.

Providing relevant data visual to support business decision

Good in foster trusting relationships with business partners

## TECHNOLOGIES

**Expert:** Excel & MS Office Suite/Indesign/Trello/Prezi

**Intermediate:** PowerBI/Wordpress/Tableau

**Beginner:** Python/R/SQL

## AREA OF EXPERTISE

Market Research  
Market Analysis  
Strategic Marketing  
Data management