Kandidaat 16 - Albert Derasse - Data Science /Predictive Marketing/ AI consultant

CV

- Graduated in 1997 (UCL) and ICHEC (1999)
- After 10 years in marketing positions in the pharmaceutical industry, move to ACTITO a marketing automation software company for 6 years.
- A 4-year stint at SAS, a pioneering data science company, in an international role.
- Creation in 2017 of the Belgian subsidiary of a French company that was offering (too early) a "AI software as a service" solution
- Writing in 2022 of the book "*Algorithms & Blues du Directeur Marketing. L'IA au service du Marketing moderne*"
- Independent consultant and Marketing expert at Agilytic, a Data Science company that put data at the service of business goals
- Lecturer and Scientific Director "Data Management & Data In motion" @ ICHEC Formation Continue
- Marketing columnist in La Libre Eco/La Libre Belgique

Motivation

An active member of the association when it was called Fondation Marketing, I led the Groupe Stratégique Francophone for several years in the 2000's. As a young marketer, I needed to learn from experienced professionals so as to grow faster through their contact. In addition to being mentors, some of them became friends whom I still see today...even in the private sphere.

Since 2002, when I first joined BAM, I've never left the organization's active groups. Most recently, I have co-chaired the MarTech Think Tank for the past two years alongside Inge VanderVelpen. This was an opportunity to bring the association to life through a number of events organized by the Think Tank. The September 2022 event on the link between Martech and Sustainability particularly appealed to me, as it forged an obvious link between two Think Tanks (Martech and Sustainability) with a desire to offer a holistic view of the issues linked to their profession...and their future, while at the same time allowing a certain readability in the themes tackled. I'd like to continue in this vein with my application.

Driven by a desire to pass on and convinced that things are never as clear in our minds as when they've been shared and explained, I've been a trainer in BAM's offerings for around ten years; more recently, I was involved in the "personalization" track of the meaningful Marketing Lab, sharing a recent experience of using open data in the context of my « Data Science for Marketing activity ». I particularly enjoy sharing these experiences with an audience of professionals. Still ready to challenge my ideas... and revise them!

Since 2002, the year I joined, I've seen an association welcome talented people with a desire to meet, share and learn. As long as I can find these three ingredients, I'll find at BAM a reason for my investment. I share the BAM vision and hope to contribute to the reengineering of marketing practice into meaningful marketing and to the development of MarTech or data within marketing. The technology of the future which I would like to keep meaningful, easy to use and accessible for marketers.

"B:A/M! BELGIAN ASSOCIATION OF MARKETING

I won't be able to be with you on the 14th because my wife, who contributes to my professional development (by accepting my participation in these numerous evenings), is turning 50 and her friends are planning a surprise for her at our place. I'm sure I can count on your understanding !