

CLAIRE DE LA MOTHE KAROUBI

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PROFESSIONAL SUMMARY

International strategist turning customer insights into actionable game plans to deliver transformative results for clients ranging from startups to multinationals.

AREAS OF EXPERTISE

Professional skills

Marketing strategy | UX/UI Design | Strategic planning | Budget management | Data-driven decision making | Creative problem solving | Market Research | Behavioral Science & Behavior Change

Technical skills

Graphic and web design software | Content Management Systems (CMS) | Customer Relationship Management systems (CRM) | Social Media Marketing | SEO/SEM | App Store Marketing (ASO) | HTML/CSS

PROFESSIONAL EXPERIENCE

Director of Product Partnerships | Observia

Paris, France | 2021 - 2023

- o Positioned the firm as knowledge expert within the medical community by analyzing survey data, then cultivating relationships with key opinion leaders (KOLs), and showcasing research at major conferences.
- o Led 3-person team in designing personalized behavior change content that increased patient adherence and engagement by 25% for leading digital therapeutics provider.
- o Achieved record-high training satisfaction (NPS > 80) on team-building initiatives on behavioral science.

Associate Director, Consulting | Ipsos Strategy 3

Paris, France | 2019 - 2020

- o Defined unique selling propositions (USPs) and core sales materials for the Futures Practice, a new client offering, supporting growth and profitability.
- o Identified new product opportunities using trend analysis and social listening for Nestlé Innovation.
- o Delivered key success insights from French lottery's (FDJ) experience to adapt to local market for the Japanese national lottery.

Strategy and Marketing, International Freelance Consultant

2011 - 2018

Featured client projects:

- o HUM Nutrition (2018): Conducted market-entry analysis for China and Europe, recommending a further national penetration before expanding abroad.
- o Oak National Academy (2017): Delivered a comprehensive set of UX improvement recommendations categorized by impact and ease of implementation, based on qualitative research with 50+ users for edtech client with 250K daily active users (DAUs).
- o Eliko Rugs (2017): Rebranded historic rug company for millennial customers based on extensive expert interviews and assessment of the competitive landscape.
- o Little Steps Childcare (2016): Standardized manager training and B2C sales strategies to streamline the opening of new locations and position the business for its eventual sale.

Head of Marketing | Sanergy

Nairobi, Kenya | 2015 - 2016

- Increased leads (MQLs) by 30% by optimizing data management and call center operations.
- Expanded social media reach to 500,000+ young adults influencing adoption of modern farming methods through targeted Facebook ads.

Project Lead | Applio

New York, United States | 2012 - 2014

- Propelled a portfolio app to the top of search rankings by pioneering App Store Optimization (ASO) strategies, testing methods iteratively to optimize app metadata.
- Secured 15+ clients across Asia, achieving a 20% growth in six months for the SAAS' pilot launch.

Web Designer & Developer | MediaOcean

New York, United States | 2011

- Supervised team of 3 designers and developers to redesign corporate website.
- Developed and tested a beta e-learning platform for over 70 SAAS clients.

EDUCATION

Master of Business Administration (MBA), INSEAD

Fontainebleau, France | 2018

- INSEAD Women's Scholar
- President, Design & Innovation Club & President, INDEVOR Social Impact Club
- GMAT 720 – 95th percentile

Bachelor of Arts in Economics, Wellesley College

Wellesley, MA, USA | 2011

- Study Abroad in Brazil: Sustainable Development & Social Justice

CERTIFICATIONS

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| ○ Asset and Portfolio Management Certificate Program | The Wharton School 2023 |
| ○ Social Psychology | Udemy 2020 |
| ○ Changing Customer Behavior, by Daniel Ariely | Udemy, Acumen+ 2016 |
| ○ Design Kit: The Course for Human-Centered Design | IDEO/NovoEd 2015 |

LANGUAGES & NATIONALITIES

Languages

- English, French (Native)
- Portuguese (Intermediate)

Nationalities

- France
- US

PUBLICATIONS

- Dolgin, Kevin & Karoubi, Claire & Scheer-Danton, Aurelie. (2023). A multiple-cohort analysis of the SPUR 6/24 patient-reported adherence tool. 10.13140/RG.2.2.23865.34401.
- Dolgin, Kevin & Karoubi, Claire. (2020). The SPUR Model: A Framework for Considering Patient Behavior. Patient Preference and Adherence. 14. 97-105. 10.2147/PPA.S237778.

HOBBIES & EXTRACURRICULARS

- Founded Women in Innovation France and managed 500+ community members.
- Instructor in Brand Strategy for entrepreneurs in Live for Good, a French incubator
- Competitive backgammon, drawing, embroidery, HIIT