

ANTON DE VIS

DATA | ANALYTICS | PERFORMANCE | TRANSFORMATION

Summary

- focussing on sustainable business growth
- improving operational efficiency through performance management
- translating data insights into actionable business strategies
- improving effective decision-making.

Expertise

- Performance Coaching
- Analytics Projects
- Data Storytelling
- Marketing Technology
- KPI Management
- Customer Intelligence
- AI/ML consultancy
- Digital & Data Strategy

Education

2022

**TAKE THE LEAD –
DIGITAL TRANSFORMATION**
Vlerick Business School

2016

DIGITAL MARKETING LEADERSHIP
Squared Online by Google

2012 – 2014

**MASTER OF COMMUNICATION
SCIENCES**
KU Leuven

2009 – 2012

**BACHELOR IN BUSINESS
MANAGEMENT**
UC Leuven

Experience

TVH PARTS | SINCE JANUARY 2022

Global Performance & Analytics Manager (freelance)

Delivering data & ML projects for e-commerce, marketing & customer experience (ex. leadscore, event tracking, churn prediction, proactive selling, marketing technology RFI, customer segmentation, BI dashboards,...)

Coaching and consulting teams & leadership on the use of data and business intelligence, as well as keeping track of the different team and business KPI's

Teammanagement of data scientists, data engineer, BI & customer data analysts

TVH PARTS | FEBRUARY 2021 – DECEMBER 2021

Global Digital Marketing Lead (freelance)

Roll-out new digital performance strategies & day-to-day team & agency management for online marketing campaigns.

COLRUYT GROUP | FROM JUNE 2020 – JANUARY 2021

Analytical Translator – Project Lead

Supporting Solucious (B2B Food Delivery) & Dats24 (Energy) with their data strategy capability & translating it into a tactical roadmap and business use cases (incl. project management)

COLRUYT GROUP | APRIL 2019 – MAY 2020

Data & Performance Manager

COLRUYT GROUP | MARCH 2017 – MARCH 2019

Online Acquisition Manager

IProspect – Dentsu Aegis | OCTOBER 2014 – MARCH 2017

Digital Performance Consultant

Languages

DUTCH



ENGLISH



FRENCH



GERMAN



Interests

- Photography & Design
- Hiking & Running
- Event Management