

# ANTON DE VIS

DATA | ANALYTICS | AI | STRATEGY

## Summary

- focussing on sustainable business growth
- improving operational efficiency through AI & 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

MULTIMINDS | SINCE JANUARY 2025

**Business Solution Architect & Project Manager (freelance)**

As a Business Solutions Architect, I design practical, reliable, and scalable data & AI solutions that address real business challenges. Working closely with team of technical experts, we focussed on creating solutions that deliver measurable impact and are intuitive for clients (Colruyt, VOKA, Dechra & SD Worx) to understand and use.

TVH PARTS | JANUARY 2022 – NOVEMBER 2024

**Global Performance & Analytics Manager (freelance)**

1/ Delivering data & AI projects in e-commerce, marketing & CX (lead scoring, event tracking, churn prediction, proactive selling, martech RFI, segmentation, BI dashboards). 2/ Coaching teams & leadership on data, BI, and KPI tracking. 3/ Managing data scientists, engineers & 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



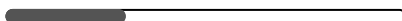
ENGLISH



FRENCH



GERMAN



## Interests

- Photography & Design
- Hiking & Running
- Event Management