# ANTON DE VIS

Data/AI Strategist | Interim Management | Performance Manager

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Belgium | Dutch, English, French, German | Freelancer

## PROFESSIONAL SUMMARY

Results-driven Data/AI Strategist and Analytics Manager with 12+ years of experience turning complex data into measurable business impact across B2C, B2B, and B2B2C environments. Proven track record in leading global teams, delivering ML-powered solutions (lead scoring, churn prediction, customer segmentation), and coaching senior leadership on data-driven decision-making. Combines deep technical fluency in analytics, marketing technology, and AI/ML with a pragmatic approach to digital transformation → focused on solutions that are scalable, actionable, and adoption-ready for business teams.

## CORE COMPETENCIES

**Data & AI Strategy**
ML/AI Solution Design
Customer Intelligence
Predictive Analytics

**Performance & Analytics**
KPI Coaching & BI Dashboards
Marketing Technology (MarTech)
Data Storytelling & Visualization

**Leadership & Delivery**
Team Management (>13FTEs)
Digital Transformation
Stakeholder & Agency Mgmt

## PROFESSIONAL EXPERIENCE

**Floralux** Jan 2026 – Present

*Head of E-Commerce (Turnaround Manager) | Freelance*

- Helped steer the day-to-day e-commerce business, turning weekly performance and commercial data into clear actions and priorities
- Coordinated a cross-functional team of 15 direct reports across customer service, logistics, sales, marketing and IT to solve issues and keep progress moving
- As part of a turnaround team (external squad) we helped tackle blockers in logistics, pricing, stock, IT, data, HR,...
- Brought more structure, ownership and focus into the daily running of the online business with the goal of improving the P&L

**Multiminds** Jan 2025 – Dec 2025

*Business Solution Architect & Project Manager | Freelance*

- Architect end-to-end data & AI solutions for enterprise clients (Colruyt, VOKA, Dechra, SD Worx), translating business challenges into scalable, production-ready deliverables
- Lead cross-functional project teams of data engineers and analysts to deliver measurable impact on client KPIs
- Design intuitive solutions & data flows that drive client adoption and reduce time-to-value

**TVH Parts** Jan 2022 – Nov 2024

*Global Performance & Analytics Manager | Freelance*

- Delivered 10+ data & ML projects for e-commerce, marketing, and CX including lead scoring, churn prediction, proactive selling, and customer segmentation
- Coached C-suite and team leads on data-driven decision-making, KPI frameworks, and BI adoption across a global organization
- Managed cross-functional team of data scientists, data engineers, BI analysts, and customer data analysts
- Led marketing technology RFI process and event tracking architecture for the global digital ecosystem

**TVH Parts** Feb 2021 – Dec 2021

*Global Digital Marketing Lead | Freelance*

- Rolled out digital performance strategies across global markets, increasing online channel efficiency
- Managed internal teams and external agency partners for all digital marketing campaigns

**Colruyt Group – Solucious & Dats24** Jun 2020 – Jan 2021

*Analytical Translator & Project Lead*

- Developed data strategy roadmaps for B2B food delivery and energy divisions, translating capability assessments into prioritized business use cases
- Managed end-to-end analytics project delivery, aligning technical teams with business stakeholders

**Colruyt Group – Collishop** Apr 2019 – May 2020

*Data & Performance Manager*

- Drove webshop performance optimization through integrated use of business, marketing, product, and customer data
- Established KPI tracking frameworks and performance dashboards for cross-team decision-making

**Colruyt Group – Collishop** Mar 2017 – Mar 2019

*Online Acquisition Manager*

- Owned online media strategy across Search, Social, Display, Mobile, Video, Affiliate, and Programmatic channels
- Optimized multi-channel budget allocation and improved ROAS through data-driven attribution modeling

**iProspect – Dentsu Aegis Network** Oct 2014 – Mar 2017

*Digital Performance Consultant*

- Translated client marketing strategies into high-performing digital campaigns across paid search, social, and programmatic
- Delivered data-backed insights and identified new revenue opportunities across multiple industries

## SELECT PROJECT HIGHLIGHTS

- **ML Lead Scoring Engine (TVH):** Designed and deployed a machine learning lead scoring model for global e-commerce, enabling sales to prioritize high-intent accounts
- **Churn Prediction Model (TVH):** Built predictive churn models enabling proactive customer retention across global segments
- **Enterprise AI Solutions (Multiminds):** Architected scalable AI solutions for Colruyt, VOKA, Dechra, SD Worx—from strategy to production
- **Data Strategy Roadmaps (Colruyt Group):** Assessed data maturity for Solucious and Dats24, delivering prioritized roadmaps aligned with strategic objectives
- **Stock Automation Platform (Tuinadvies):** Built AI and automation-driven stock management tools to aggregate, cleanse and model multi-supplier stock data for ERP import
- **AI Image Generation Flow (Tuinadvies):** Developed an AI workflow to generate 22,000 e-commerce plant images at scale, with under 10% error rate on quality and reliability

## EDUCATION & CERTIFICATIONS

**Take the Lead – Digital Transformation** 2022

*Vlerick Business School*

**Squared Online – Digital Marketing Leadership** 2016

*Google*

**Master of Communication Sciences – Strategic Communication** 2012 – 2014

*KU Leuven*

**Bachelor in Business Management – Marketing & Communication** 2009 – 2012

*UC Leuven*

## TOOLS & TECHNOLOGIES

**Analytics & BI:** Google Analytics • Looker Studio • Power BI • Tableau • SQL • BigQuery
**AI/ML & Data:** Agent Building • Data Architecture • ML • Predictive Modeling • Customer Segmentation • NLP
**MarTech & Digital:** CRM/CDP Platforms • Marketing Automation • Tag Management • SEO/SEA • Programmatic
**Project & Collaboration:** Jira • Confluence • Notion • Miro • Agile/Scrum • Stakeholder Management