

Claire la Mothe-Karoubi

Nationality: France, USA **Address:** 39 rua Damasceno Monteiro, Lisbon 1170-110, Portugal **Email address:** clairedlmk@gmail.com

PROFILE

Experienced consultant with over 10 years of expertise in supporting the growth of social enterprises. With a stellar track record of delivering transformative solutions for 30+ C-suite clients in global hubs like New York, Jakarta, Nairobi, and Paris, I bring an unparalleled cross-cultural perspective and fluency in both French and English. Equipped with an MBA from INSEAD, a BA from Wellesley, and additional certifications in Design and Social Psychology, I am a seasoned professional dedicated to catalyzing impactful change and propelling the expansion of social enterprises. My strategic expertise lies in empowering companies that leverage behavioral science in tech and UX, enabling them to achieve remarkable success and make a lasting positive impact on society.

WORK EXPERIENCE

Director of Partnerships - SPUR and d.tells Observia

01/2021 – present PARIS, FRANCE

- Mapped healthcare market in the US and defined expansion strategy for HealthTech.
- Increased app engagement by +25% during 3-month pilot with leading DTx provider.
- Development and enrollment of beta platform for new target segment.

Innovation Consultant Claire DLMK Innovation

06/2020 – 01/2021

- Conducted comprehensive UX qualitative interviews and provided recommendations for an EdTech company in the UK with 250K DAUs.
- Formulated and implemented a successful turnaround strategy for an interior design shop in KSA.

Associate Director, Consulting Ipsos Strategy3

09/2019 – 04/2020 PARIS AREA, FRANCE

- Spearheaded the development of the "Futures" practice's sales and marketing materials, establishing a strong foundation for growth and profitability.
- Directed multiple client projects, utilizing trend analysis and social intelligence to identify growth opportunities and recommend innovative strategies. Notable engagements include a global food player and a Japanese client seeking to penetrate the French lottery market.
- Successfully secured four proposals from multinational corporations, demonstrating exceptional sales and negotiation skills while effectively communicating growth pathways and innovation strategy.

MBA Summer - Strategic Expansion HUM Nutrition Inc

07/2018 – 08/2018 GREATER LOS ANGELES AREA

- Conducted comprehensive research and evaluation of six potential markets to formulate informed market-entry recommendations.

Head of Growth EqualLife Group

01/2017 – 07/2017 NAIROBI, KENYA

- Optimized operations for sale of company: benchmarked & implemented CRM services, systematized manager training and produced sales procedures.

Head of Agricultural Products Marketing (promoted) | Fellow, Marketing Sanergy

05/2015 – 09/2016 NAIROBI, KENYA

- Developed data management and call center processes generating a 30% increase in leads.
- Established social media strategy enabling access to 500,000+ new potential customers in urban areas

WORK EXPERIENCE

- Interfaced with management across 6 teams to complete 9 product/marketing-related projects.

Marketing & UX Consultant (freelance) Self-Employed

12/2013 – 07/2015 GREATER NEW YORK CITY AREA

- Collaborated with developer to deliver cutting-edge digital marketing strategies, optimized consumer journeys, and enhanced user experience for 10+ start-up clients.

Project Manager(promoted) | Brand Specialist & Graphic Designer Apploi

09/2012 – 06/2014 JAKARTA/NEW YORK

- Doubled mobile app downloads by pioneering App Store Optimization (ASO) strategy.
- Obtained 15+ clients across Asia for pilot of commodity shipping software.

Web Designer/Developer, Marketing Mediaocean

03/2011 – 12/2011 NEW YORK, UNITED STATES

EDUCATION

Master of Business Administration - MBA INSEAD

2018 – 2018

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

Economics | Bachelor of Arts Wellesley College

2006 – 2011 WELLESLEY, UNITED STATES

Study abroad: Sustainable Development & Social Justice, Brazil

CERTIFICATES

Fundamentals of Portfolio Management Wharton Online

04/2023

<https://www.credly.com/badges/1a0d1461-9ce7-44a7-926f-2c51b1f03f99/>

Social Psychology Udemy

04/2020

<https://www.udemy.com/certificate/UC-4babd90c-840d-4981-b37b-bcfbf049e39d/>

Changing Customer Behavior, by Daniel Ariely Udemy, Acumen+

10/2016

<https://udemy-certificate.s3.amazonaws.com/pdf/UC-S71NEXE6.pdf>

Design Kit: The Course for Human-Centered Design NovoEd

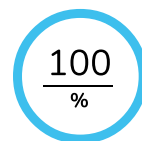
08/2015

<https://plusacumen.novoed.com/#!/courses/design-kit-q3-2015/statements/740594>

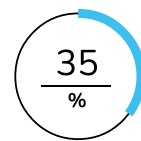
LANGUAGES



English



French



Portuguese

HOBBIES



Mentor, Women in Tech



Instructor - Live for Good



Backgammon Competitions