

# Claire de la Mothe Karoubi

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## EXPERIENCE

### CDLMK Innovation - [CLAIREDLMK.COM](http://CLAIREDLMK.COM)

Paris, France/Remote

CEO 2020–Present

- Founded innovation consultancy, working with partners globally. Clients include Oak National Academy (EdTech in UK), interior design firm in KSA & Future Leaders Foundation (US Non-Profit).

### Ipsos Strategy3

Paris, France

Associate Director ("Directrice Conseil")

2019–2020

- Built practice for "Futures" strategy: developed vision, sales strategy and launched pivotal deck.
- Lead on projects include: identification of growth areas based on trends and social intelligence for global food player; qualitative analysis of French lottery market for Japanese client.
- Sold 4 proposals to multinationals envisioning growth pathways and guiding innovation strategy.

### HUM Nutrition

Los Angeles, CA, USA

MBA Internship – Strategic Expansion

Summer 2018

- Presented market-entry recommendations based on research & evaluation of 6 new markets.

### EquaLife Group, Ltd.

Nairobi, Kenya

Head of Growth

2017

- Prepared for successful sale of company thanks to operations optimization: identified and implemented CRM, systematized manager training and developed sales procedures.
- Led outreach to new target segment, defined through competitor and behavioral analysis.

### Sanergy, Inc.

Nairobi, Kenya

Head of Agricultural Products Marketing (promoted) | Fellow, Marketing & Branding 2015-2016

- Developed data management and call center processes generating a 30% increase in leads.
- Established Facebook strategy enabling access to 500,000+ new potential customers in urban areas.
- Interfaced with management across 6 teams to complete 9 product/marketing-related projects.

### InnovateCV, Inc.

New York, NY, USA & Jakarta, Indonesia

Project Manager (promoted) | Brand Specialist & Graphic Designer

2012-2014

- Directed global product sales & hardware installation for client (United Nations Operations).
- Doubled mobile app downloads by pioneering App Store Optimization (ASO) strategy.
- Obtained 15+ clients across Asia for pilot of commodity shipping software.

### MediaBank, LLC

New York, NY, USA

Web Designer & Marketing Communications Specialist

2011

- Built prototype of e-learning center for proprietary software adopted by all 73 clients.
- Supervised team of 3 designers and developers to redesign corporate website.

## EDUCATION

### INSEAD

Singapore/France

MBA, Class of December 2018

2018

INSEAD Alumni Fund Women's Scholarship, President of Innovation Club, GMAT: 720 (95<sup>th</sup> percentile)

### WELLESLEY COLLEGE

Wellesley, MA, USA

BA, Economics (Study abroad: Sustainable Development & Social Justice, Brazil)

Dec 2010

## ADDITIONAL INFORMATION

**Freelance Consulting:** Research, marketing, branding and strategy development for 10+ clients pre-MBA.

**Work authorizations:** USA & EU

**Languages:** French (native), English (native), Portuguese (beginner)

**Technical competencies:** HTML, CSS, Wordpress; Adobe Photoshop; proficiency with many CRMs.

**Hobbies:** Association President: Women in Innovation (FR); Coaching; Backgammon Competitions.