Sarah Champain
Senior Product Manager CRM

in LinkedIn   ⧉ Autre

Currently in Nantes working for Doctolib, as Senior Product Manager to optimize Salesforce for our salespeople.
Before that, I contributed to various international projects on Salesforce or in CRM in Munich where I stayed six years.
With a strong international backgroun, working in projects in English, German and French, I am graduated with a master degree in management/marketing.

Driving License
📍 Nantes (44000) France

📱 +33 (6) 82 01 82 24
✉ sarah.champain@gmail.com

💼 EXPERIENCES

Senior Product Manager

Doctolib - Since April 2021 - Full-time - Nantes - France

Within the Sales Performance team, I contribute to the optimization of Salesforce to better suit the needs of Doctolib sales representatives, especially on the scope selling/billing.

- Roadmap and project management
- Preparation and animation of workshops
- Drafting functional and technical documentation
- Test management

Salesforce Consultant / Project Lead

Hardis Group - May 2020 to March 2021 - Full-time - Nantes - France

- Project in the agricultural industry (05/2020 – 03/2021)
  Business responsible for the implementation of Salesforce for sales processes
  - Preparation and Execution of online Workshops
  - Formalization of customer requirements
  - Creation of business proposal
  - Creation of Use Cases/User Stories
  - Testing
  - Configuration and setup
  - User training and creation of training documents
  .
- Project in the agricultural industry (02/2021 - 03/2021)
  - Scoping project, conducting fifteen interviews in French, English and German to discover paint points related to the use of the CRM tool.
  - Drafting strategic document and conducting restitution workshop with potential improvments to optimize the use of Salesforce.

CRM Senior Consultant

Impulsion Consulting GmbH (Buljan & Partners GmbH) - November 2014 to March 2020 - Full-time - Munich - Germany

- Project in the automotive industry (01/2018- 03/2020)
  Business support for retail / wholesale integration of CRM systems
  - Creation of Business proposal to improve data synchronization and 360° view on customer between retail CRM systems and wholesale CRM systems for 6 markets: Switzerland, France, Benelux, Italy.
  - Business Lead on the scope Lead Management to specify and integrate new features matching user's needs.
  .
- Project in the automotive industry (08/2017 - 03/2020)
  Implementation of CRM Blueprint for the region North Africa, Middle East and Eastern Europe.
  - Creation of CRM Blueprint and guidelines
  - Implementation of CRM measures for both the wholesale and retail business and reporting tool to steer the sales funnel.
  - Execution of on-site workshops
  - Rollout support for Morocco and Tunisia
  .
- Agile Project in the automotive industry (04/2017 – 12/2017)
  Business support for Lead and Opportunity Management processes and for Customer Care processes (CIC). Creation of Use cases/user stories for the implementation of a CRM System prototype with Salesforce for 3 pilot markets: Germany, France and Belgium.
  .
- Project in the automotive industry (02/2017
  03/2017)
  Definition of Sales and CRM business requirements and processes for the implementation of a new CRM system
  .
- Project in the automotive industry (11/2014 - 01/2017)
  Customer assistance and support in establishing Microsoft Dynamics CRM in emerging markets in Europe and Asia
  - Rollout Management and follow-up for markets (Russia, Ireland, Portugal and East Europe markets)
  - Preparation and Execution of Workshops
  - Evaluation of the objectives: business, IT and CRM strategy
  - Formalization of market requirements
  - Change Management
  - Data Migration
  - Users Training (CRM Team, CIC Sales & Marketing, CIC Customer Service)
  - Preparation of users manual
  - Test Management (System Testing, Release Testing, End-User Testing)
  - Operational Support
  - Monitoring activities

📋 SKILLS

Languages

▸ French, native language ★★★★★
▸ German, fluent ★★★★☆
▸ English, fluent (TOIEC 890 05.2012) ★★★★☆

Certifications

▸ Professional Scrum Product Owner I (PSPO I) 12/2019
▸ Professional Scrum Master (PSM I) 12/2019

Computer Literacy

▸ Salesforce ★★★★☆
▸ Microsoft Dynamics CRM ★★★⯪☆
▸ Siebel CRM ★★⯪☆☆
▸ MS-Office (word, excel, power point, outlook, publisher) ★★★★★
▸ Agile Project Management tools: Jira, Confluence ★★★☆☆
▸ Zuora ★★☆☆☆
▸ Azure DevOps ★★★☆☆
▸ Asana ★★☆☆☆
▸ HP Quality Center/ALM ★★★⯪☆
▸ Microsoft Visio ★★★☆☆
▸ Microsoft Project ★★⯪☆☆
▸ SharePoint ★★★⯪☆
▸ SPSS, Spad for datamining ★★⯪☆☆

🎓 EDUCATION

Master in Services Marketing

IAE Brest Occidentale

September 2012 to September 2013

Master degree. Specialization in marketing applied to services (incl. banking & insurance, distribution and tourism), the non-profit sector (social marketing), CRM and analysis of statistical data and e-marketing

Research thesis: Drive-in models - online food retailing in France
Master's thesis: Customer loyalty program and relationship marketing for "one-to-one" marketing

IECG-Bachelor International

Excelia Group la Rochelle

September 2008 to June 2012

4-year program with 2-theoretical years in France and 2-years abroad; including a double-degree with a partner university (FH-Regensburg) and professional internships.

Bachelor's thesis: Marketplace as e-commerce strategy

European Business Studies

Hochschule Regensburg

September 2009 to February 2011

The University "Hochschule Regensburg" is a partner school of Sup de Co la Rochelle. Double-degree french/german in European Business Studies.

✈ INTERESTS

Cultural Events

▸ Music Festival: electronica, folk, world music
▸ Ballets: Swan Lake, Giselle, the Nutcracker, Paquita, Romeo and Juliet, Lady of the Camellias , les Ballets russes (Afternoon of a Faun, Les Biches, Scheherazade), Onegin, Ballet of Igor Moïsseïev, le Corsaire, Spartacus, the Wayward Daughter, Alice in Wonderland, Anna Karenina, Don Quichotte, Carmen
▸ Opera: la Traviata, Rigoletto, Lucretia Borgia, Carmen, La Juive, Boris Godunov, Nabucco, The Sicilian Vespers, Hansel and Gretel
▸ Museums and Art exhibitions

Travel

25 visited countries: Germany, Austria, Switzerland, Poland, Czech Republic, Hungary, Croatia, UK, Ireland, Spain, Portugal, Italy, Greece, Netherlands, Belgium, Luxemburg, Sweden, Lithuania, Morocco, Tunesia, Russia, Kyrgyzstan, Georgia, Turkey, Malta