

CAROLINE TRUDEAU

Experience Visionary
Growth Catalyst
Strategist & Storyteller
Auto-Mobility Innovator



Caroline@pageightco.com
+1 202 415 9873
Reston, VA (IAD)
www.thevoicescollection.com

SUMMARY

I am a multi-disciplinary leader, a marketer, a connector, a change (and wave) maker, a minority rights' advocate, a keynote speaker and a writer. / Both in industry and as a consultant, I have spent nearly 25 years studying, advising and innovating with brands that choose human-centricity as a strategic business value imperative. Our collaboration has resulted in new bi-directional channels where the creation of intimacy reigns as the differentiating solution to modern problems. For customers, clients, colleagues, citizens, communities, and corporations. / My teams have imagined and successfully delivered customer-facing digital products, services, campaigns and experiences at some of the world's most powerful brands. / I bring a cross-industry toolkit and point-of-view to my favorite one: auto-mobility. / I aim to help organizations curate, utilize and optimize customer data-fueled insights to inform the creation and delivery of delightfully valuable, connected experiences. I call this craft the business of creating return on feeling.

VALUES

Trust, freedom, respect, curiosity & discipline.

PURPOSE

To be the facilitator of experiences that connect and boost people's lives.

PEDIGREE

The University of Cambridge 22
Executive Leadership / Sustainability Strategies
The George Washington University 08
Master of Science / Project Management
Arizona State University 98
Bachelor of Science / General Management
Project Management Professional (PMP)
Project Management Institute
Design Thinking Creative Leadership
IBM Academy
Yoga Teacher Certification
Yoga Alliance

SUBSTANCE

Citizenships / Canada & USA
Languages / French Native + German Beginner (A2)
Ironman Finisher / Arizona, USA 15
Women Automotive Network
Industry Special Advisor & Host
Board Memberships
Nightingale Nurses International / The Philippines
The Nicholson Project / DC
Global Diversity Ambassador
Fe:MaleOneZero / Germany
Leadership Awards
F10 Innovator of the Week 22
GDW Woman of the Week 19
DFLA Nominee: Global Hero 18
IBM Service Excellence & Awards 15, 16, 17

SKILLS & INTERESTS

Strategy / Sustainability & Circularity / Innovation / Creative Leadership / Sales & Marketing / Immersive Experiences / Emerging Technologies & AI / Customer Data Platforms / MarTech / Workshops / Culture Making / Transformation Agility / Change & Program Management / New Business + Subscription Models / Decision-Making Facilitation & Intelligence / Public Speaking / Creative Writing / Interior Design / Comedy / Plants / Singing / Tacos & Travel

EXPERIENCE

pageight / 2018 – Current / Global

Founder & Team Principal / pageight is consult-agency dedicated to growth, by design. I founded pageight to bring spark, speed and sense to organizations who chose to put emotions at the center of their transformation and innovation priorities. And to leverage my experience to accelerate bringing more women and underrepresented communities to leadership positions in corporations, worldwide.

Capgemini Invent / 2021 – 2022 / North America

Senior Director, Automotive / Invent is the management consulting powerhouse of the Capgemini Group. I served as frog go-to-market leader for the Automotive industry. I was also the leader for strategic automotive accounts, responsible for market-specific industry advisory expertise and solutions in North America.

Slalom / 2019 – 2021 / DC & Global

Senior Director, Customer & Experience Strategy - EMERGE / I led the sales, solutioning and delivery of the firm's largest and most strategic transformation-led customer experience engagements.

Practice Director, Digital & Experience Innovation - DC Market / I led a team of experience designers, strategists, creatives, researchers, marketers and marketing technologists, data, words and doodle nerds, thinkers and doers. All of us delivering experience-led transformational engagements to the DC area's most respected corporations. Key clients: **CarLotz, American College of Cardiology.**

IBM / Global Business Services / 2015 – 2017 / USA & DE: Munich

Associate Partner / As the account leader for **BMW of North America**, I was responsible for marketing innovation, resulting in the creation of new digital business models inclusive of artificial intelligence (AI) integration into digital marketing channels and technology.

Senior Managing Consultant / As program experience advisor for **Exxon Mobil's** mobile payment solution, I led the product's user experience, creative and marketing strategic vision, resulting in the acclaimed launch of the SpeedPass+ mobile app.

Organic / an Omnicom Digital Agency / 2012 – 2015 / USA: Detroit & VA

Director, Client Service / As the leader of the Detroit-based digital agency's Washington, DC regional accounts, I oversaw the delivery high-profile, large-scale, multi-million dollar digital customer experience, analytics & technology engagements at the **Volkswagen Group of America** and **Hilton Worldwide.**

Perfect Sense Digital / 2011 / USA: VA

Principal Project & Operations Manager / At this boutique digital consultancy, my team developed and implemented avant-garde web products, including the foundation for a now thriving CMS, Brightspot. Key clients: **Gannett, VetStreet.**

lululemon athletica / 2008 – 2012 / USA: VA

Retail Key Leader (part-time)

NavigationArts / 2006 – 2011 / USA: VA

Senior Consultant / Key clients: **AARP, PBS, GWU, Fannie Mae.**

Computech / 2005 – 2006 / USA: DC

Product Manager / Key client: **FCC.**

America Online / 1998-2005 / USA: AZ & VA

Technical Project Manager