



An expert of data, with a successful track record  
in consulting, innovation, CTO/CSO positions

## Frédéric Lefebvre-Naré

Applying for the office of Chief Data Officer

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### Education

- 2008-2009 **IHEE**, a program in business strategy for young leaders, touring worldwide.
- 1993-1994 **ENSAÉ**: CESS (MA level) in econometrics, time series, sampling.
- 1989-1991 **ENPC**, Paris: MA level in computer sciences, applied maths, data analysis.
- 1984-1987 **École Polytechnique**, the most selective higher education institution in France: MA
- Languages : English: fluent (TOEIC: 985); French: native speaker; German : fair; Spanish: basic.

### Work Experience

- Since 2013 **Chief Scientific Officer at WattGo**, a technology startup company, Aix-en-Provence.  
Designing and running a representative panel of metered households.  
Co-author of 2 pending patents on disaggregation of time series.
- Since 1996 **Founder of Isée dataSTRATEGIES**, a consultancy in data science, big data, innovation and social science for HR and market research. Assignments for telcos, energy utilities, car makers, media, agencies and departments of the French administration...  
Designing the tracking system of the driving MMORPG "The Crew" (Ubisoft).  
Designing net-conversations: representative market research mining online contents.
- 2006-2007 **Advisor for opinion and policy research, and for the policy agenda, at François Bayrou presidential campaign** (19% of votes).
- 1998-2005 **Co-founder and Co-CEO of Evalua**, a partnership in program evaluation. Leading ~40 evaluations in IT, R&D and many fields, in France, Europe at large, and Africa.
- 1995-1996 **CTO and CSO at Médiamétrie**, the media audience measurement firm in France.
- 1991-1995 **CSO at Démoscopie**, a market research institute in Paris, now an affiliate of Ipsos.
- 1987-1989 **Community organizer at CERCLE**, an educational NGO in Burkina Faso.

### Publications

- 2015 "What Big Data is", an introductory chapter in the forthcoming book "Big Data in Evaluation", Gustav J. Petersson, ed., Transaction Publishers.
- 2007 "Repeated Quantitative Surveys", a chapter in "Market research and opinion: reliability issues and good practices", Dunod/Syntec Études, 2007 (in French).
- Many reports, e.g. "Counting the Homeless", in "Reports of the Poverty Observatory 2009-2010".