



“Pascal is ‘the rock star of analytics’; he is the best I have come across. He is unique and exceptional at what he does. When Pascal started on the project we had not realised the potential of our online capability, we were running far behind our competitors and our online focus was mis-directed. Pascal was able to set up a viable and sustainable analytics model which enabled us to dive deep into customer behaviours and trends. In what was essentially a big data environment. These interventions were critical in turning around our online offering and resulted in increased revenues of the double digits of millions within a few months”

*Thomas Doering*  
CEO at Thomas Cook Online



“I have rarely met someone so skilled in analysing problems and coming back with truly innovative solutions. However Pascal is not a thinker in an ivory tower: he truly enjoys dirtying his hand to get things done and always has the aim of improving the business. His strong multi-year track record in the travel industry makes of him a top notch expert ; and he excels in the subject of yield management in the train/air/hotel/TO segments”

*Alex Zivoder*  
MD at Expedia, CEO at Go Henry



## Pascal Moyon

Interim CMO | CDO | Marketing and Data Ninja

Pascal enjoys and thrives at turning his clients into digital leaders by putting the customer at the center of their organisation and embracing effective and pragmatic data and digital techniques. A truly international leader with senior positions at GoCompare, Expedia, HSBC, lastminute.com, Hertz ... Pascal combines first class problem solving skills with a robust proficiency in marketing, digital and data science to deliver solutions matching his clients needs. He recently helped a family business through a spectacular turnaround in a very competitive market. Pascal is a strategic and creative leader, delivering a tangible and perennial impact within weeks.

### TRANSFORMATION

- Leveraged the latent potential of the GoCompare team and turned it into an exciting and effective in-house marketing agency. The transformation saved about 10% of the media budget, and created a legacy of cutting edge processes in CRM, PPC, brand creative, media buying and content.
- Successfully managed budgets in excess of £90 million bringing digital, customer and brand investment into one encompassing proposition. Consistently improved ROI by 15% to 30%.
- Fostered and implemented pragmatic and effective customer programs (CRM, Voice of the customer) increasing engagement, satisfaction and long term value with a record ROI.
- Redefined marketing priorities and spend strategies for 2 international companies and one UK business, turning the performance around whilst reducing the overall spend.
- Designed and implemented effective planning, forecasting and performance processes at C suite levels, enabling my clients to successfully focus on key opportunities.
- Set up best in class analytic teams leveraging open source and cloud technology, delivering effective data science algorithms with virtually no overheads or investments.

### EXPERTISE

- Marketing: building sustainable marketing strategies, focusing on building retention, brand proposition and effective acquisition. Developed innovative tools and methods from market mapping to linking digital marketing to revenue management.
- Digital: extensive experience in all marketing channels, user experience ; building and operating effective digital architectures.
- Analytics and data science: building analytics team, nimble datamarts, forecasting tools and algorithms to improve every business decision.

### EDUCATION, RECOGNITION & INTERESTS

Civil Engineer, speciality in Computer Sciences Ecole des Mines Nancy  
Bachelor in Mathematics