

# Martine GEORGE, PhD, MBA, PCC

## Professor of Management Practice – Data Science Practitioner - Executive Coach

### Summary

*Holding a PhD in Physics and an MBA, Martine has had 30 years' work experience in different companies and industries. Her domain of expertise has been always around data science, strategic marketing analytics, customer intelligence and innovation. She has occupied different functions as analyst, data scientist, middle manager and then director, in Banking, Energy, Telco's, Logistics, and Financial Services industries. She is practitioner, advocate and entrepreneur in Business Analytics.*

*Martine is **Professor of Management Practice at Solvay Brussel School of Economics & Management (Adjunct Professor)** where she teaches Data Science in Masters, Advanced Masters and Executive education Programs. This work has been recognized by a senior teaching award in 2019.*

*Martine is also a passionate **executive coach (Professional Certified Coach by ICF), facilitator and trainer.** She has currently a particular interest in talent management and organizational development in strategic business analytics.*

### Areas of expertise

- Strategic Business Analytics, Data Science
- Marketing Analytics, Customer Intelligence
- Academic Lecturing, Master Thesis and Internship Supervision
- Executive Coaching & Facilitation
- Talent Management & Development in Business Analytics
- People Management
- Change Management

### Academic Qualifications

Year:	2020-21
School:	University East London, London, UK
Certificate:	Msc in Applied Positive Psychology and Coaching Psychology

Year:	2010
School:	IMD, Lausanne, Switzerland
Certificate:	Strategies for Leadership (Executive Education)

Year:	2007
School:	Wharton Business School, University of Pennsylvania, PA, USA
Certificate:	Marketing Metrics and link to Financial Consequences (Executive Education)

Years:	2006-2008
School:	Edinburgh Business School, UK
Certificate:	Master in Business Administration

Years:	1992-1997
School:	Université Libre de Bruxelles, Belgium
Certificate:	PhD in Physics and Artificial intelligence, Summa Cum Laude

Years:	1994-1995
School:	Université Libre de Bruxelles, Belgium
Certificate:	Upper High School Teaching Accreditation in Physics, Magna Cum Laude

Years:	1986-90
School:	Université de Liège, Belgium
Certificate:	BSc in Physics (4 years Bachelor), Cum Laude

## Academic Experience

As Professor of Management Practice	<ul style="list-style-type: none"> <li>Teaching “Data Science for Business” in Master in Management Science and Advanced Masters at Solvay Brussels School (SBS) - from 2015 to present</li> <li>Teaching “Presentation Skills for PhD students” in the Research Methods course of the Doctoral School in Economics at SBS – from 2017 to present</li> <li>Teaching “Data Science for Marketing” in the Executive Master in Digital Marketing and Communication at SBS - from 2018 to present</li> </ul>
As Maître de Conference	<ul style="list-style-type: none"> <li>Master Credited Internship Supervision at SBS - from 2015 to present</li> </ul>
As Vice-Dean of Education	<ul style="list-style-type: none"> <li>Facilitating the pedagogical innovations and reforms of programs at SBS – from October 2018 to October 2019</li> </ul>
As Academic Director	<ul style="list-style-type: none"> <li>Advanced Master in Innovation and Strategic Management – from 2020</li> <li>Executive Program in Business Analytics at SBS - from 2016 to present</li> </ul>
As Executive Director	<ul style="list-style-type: none"> <li>Chair ESSEC – Accenture in Strategic Business Analytics, Paris - from 2014 to 2016</li> </ul>
As Physics Lecturer	<ul style="list-style-type: none"> <li>Teaching Physics in Bachelor in Physiotherapy at Institut Parnasse - from 1998 to 2000.</li> </ul>
As Research Assistant	<ul style="list-style-type: none"> <li>Lectures in Physics in Bachelor in Medical Sciences at ULiège - from 1989 to 1992.</li> </ul>

## Corporate & Management Experience

Years:	05/2015 - Today
Employer:	MGHolistic SPRL
Function:	Founder & Managing Director
Domain – Sector	Executive Coaching, Training, Consulting

Years:	07/2014 - 10/2015
Employer:	BNP Paribas Fortis, Belgium
Function:	Director, Head of People Analytics
Domain – Sector	Marketing and Change Management – Banking

Years:	10/2010 - 06/2014
Employer:	BNP Paribas Fortis, Belgium
Function:	Director, Head of Marketing Analytics & Research
Domain – Sector	Marketing Intelligence – Banking

Years:	05/2009 - 10/2010
Employer:	SWIFT, Belgium
Function:	Senior Manager Business Development: Network Intelligence
Domain – Sector	Marketing Intelligence – Financial Services

Years:	10/2005 - 05/2009
Employer:	ING, Belgium
Function:	Director, Head of Customer Intelligence (Senior Management)
Domain – Sector	Marketing Intelligence – Banking

Years:	11/2003 - 09/2005
Employer:	BPost, Belgium
Function:	Head of Customer Relationship Management (CRM) (Middle Management)
Domain – Sector	Marketing Intelligence – Logistics

Years:	05/2000 - 10/2003
Employer:	Proximus S.A., Belgium
Function:	Database Analysis Manager
Domain – Sector	Marketing Intelligence & IT Datawarehousing - Telecom

Years:	04/1997 - 04/2000
Employer:	Tractebel Engineering, Suez Group, Belgium
Function:	Knowledge-based Method Analyst
Domain – Sector	Research and development – Energy

Years:	10/1992 - 03/1997
Employer:	Université Libre de Bruxelles, Belgium
Function:	Researcher
Domain – Sector	Physics, speech modelling, artificial intelligence - Scientific Research

Years:	10/1990 - 09/1992
Employer:	Physiol S.A., Liège
Function:	R&D specialist
Domain – Sector	Biophysics, Optics - Medical sector

## Coaching & Facilitation Certifications

Years:	2018-Present
Institution:	Strozzi Institute, CA, USA
Certificate:	Leadership Embodiment, Level I

Years:	2018-Present
Institution:	Integrative Enneagram Solutions, South Africa
Certificate:	iEQ9 Enneagram Practitioner

Years:	2018-Present
Institution:	Six Seconds SEA, CA, USA
Certificate:	EQ Certified Assessor

Years:	2017-Present
Institution:	Kahler Communication Europe
Certificate:	Process Communication Certified Trainer

Years:	2016-Present
Institution:	International Coaching Federation (ICF)
Certificate:	Professional Certified coach (PCC)

Years:	2015-Present
Institution:	OPP, Paris
Certificate:	MBTI Certified Practitioner

Years:	2014-Present
Institution:	Barrett Values Center, NC, USA
Certificate:	Barrett Values Centre CTT Certified Consultant

Years:	2013-Present
Institution:	Fielding Graduate School, CA, USA
Certificate:	Hosting World Cafés, The Fundamentals

Years:	2013-Present
Institution:	Institut Français d'Appreciative Inquiry, Paris
Certificate:	Appreciative Inquiry Practitioner

Years:	2013-Present
Institution:	Kahler Communication Europe (ICF Certified Program)
Certificate:	Process Communication Certified Coach

Years:	2011-2012
Institution:	Newfield Network, CO, USA (ICF Certified Program)
Certificate:	Executive Coaching

### Coaching, Facilitation and Training Experience (illustrative recent projects)

As Head of EMBA Career Advancement Program	<ul style="list-style-type: none"> <li>EMBA part-time &amp; full-time programs at Solvay Brussels School - from 2015 to present</li> </ul>
As Executive Coach	<ul style="list-style-type: none"> <li>Coached individually high potentials (middle managers) to develop their interpersonal &amp; leadership skills in their transition to an upper function</li> <li>Coached individually Executives in large companies to develop leadership practices</li> </ul>
As Facilitator	<ul style="list-style-type: none"> <li>Facilitated a World Café (120 attendees) on talent management in Business Analytics at Predictive Analytics World Conference, London</li> <li>Facilitated a World Café (100 attendees) on Customer Analytics at Customer Analytics Network Summit, BNP Paribas, Paris</li> </ul>
As Trainer	<ul style="list-style-type: none"> <li>Designed and facilitated 'Data Scientist: How to Promote the Potential of Analytics to Non-Experts' an innovative training to develop communication and consulting skills of data scientists, BNP Paribas, Paris</li> </ul>

### Invited Speaker at

Predictive Analytics World Conference, London, UK	2012 – 2013 – 2014
SAS International Customer Analytics Advisory Board, Cary, NC, USA	2012 - 2014

### Languages

LANGUAGE	Active knowledge	Passive knowledge
English:	Very good	Very good
French:	Mother tongue	Mother tongue
Dutch:	Intermediate	Good

### Personal Data

Birth date	26/10/1967
Nationality:	Belgian
Address:	Rue Vandenhoven, 101, 1200 Brussels, Belgium
Mobile phone:	+32 479 40.96.25
e-mail:	martine.george67@gmail.com
Marital status:	Married, 2 children