

VIRGINIE HÉLOIRE

IT Leadership Partner | Enterprise Architect | Chief Architect

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Ghent, Belgium



EXPERIENCE

Enterprise Architect

Myreas, home for the Enterprise Architects of Colruyt Group

February 2020 – now

Halle

Colruyt Group is a family business that has grown over three generations into a retail group with more than 30 000 employees and a diverse portfolio of B2B and B2C food and non-food formats, in Belgium, France and Luxembourg (601 own stores, 583 independent and affiliates stores, 9.5bn EUR revenue and 431m EUR profit, 410m EUR investment p.a.).

- Myreas appointed me to deliver the Target Operating Model and Strategic Plan for Customer Management in Colruyt Group.

The Target Operating Model study will result into a 3 years strategic transformation programme.

The ambition is to improve the customer experience through meaningful and consistent digital and In-Store customer interactions, whereas keeping the trust of the customers in the way we process their data.

Impacted Capabilities are Customer Identification and Recognition, Customer Information, Consent Management, Customer Data Platform (CDP), Offer Personalisation, Customer Services, Digital and Direct Marketing Automation, Journey Orchestration, Customer Benefit Management and Customer Intelligence.

- Myreas also appointed me to support the development of the Enterprise Architects craftsmanship through recruitment, quality of onboarding, coaching and training of the EA team.

Cofounder

Innovensō

October 2019 – now

Ghent

- We help enterprise leaders to define their business and IT strategy and transforming the company through simplification, harmonisation and innovation.
- Our focus is to deliver high quality architecture services and support IT leaders to shift ways of working and company culture.

Cofounder

Genius.Fish

August 2019 – now

Ghent

- We facilitate collaboration and access to personalized activities and tools to the family and everyone supporting the child.

MY LIFE PHILOSOPHY

“A person cannot fully find himself except through a sincere gift of himself.”

MOST PROUD OF

Built a group architecture function
Starting with enterprise architecture and then solution architecture practice and team

Designed enterprise solutions end-to-end
Supported the transformation of an organization designing digital, data and backend systems

Never afraid of a new challenge
Took the risk to move out of comfort zone and became a respected IT leader

Ran a school for 2 years
Dedicated to children with intellectual and motricity deficiencies, as well as children with autism.

STRENGTHS

Team leadership Project leadership
Engagement and Focus Result driven
Stakeholder management Influence

Business Architecture Data Insight
Architecture Practice / TOGAF

EDUCATION

Masters degree (D.E.S.S) Sourcing & Supply Chain

University of Valenciennes

1997 – 2002

EXPERIENCE - CONTINUED

Group Head of Architecture

Thomas Cook Group

📅 November 2015 – January 2020 📍 Ghent/London

- Established the Architecture framework and built up / led the enterprise architecture team. Primary focus when I joined the company has been to align Business and IT strategy, to provide the best IT response to business objectives across markets, and then to define technology directions & standards for the enterprise.
 - Onboarded solution architecture practice and team with the remit to design our enterprise solutions, and communicate, educate and govern target architecture and road map across all the enterprise.
 - Changed the IT architecture to automate product sourcing, enable real time customer interactions, personalise and improve pertinence of product offers, and develop mobile customer services.
 - Encouraged my team to lead the change of the IT organisation to move from traditional waterfall project led delivery to product led delivery with a more agile approach and continuous delivery (following the Spotify model).
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Enterprise Architect / Design Manager

Kingfisher

📅 April 2007 – October 2015 📍 Lille/London/Hong Kong/Moscow

- Delivered the Enterprise Architecture and IT road map for the group, encompassing technology, application and information which optimised cost of ownership, robustness, flexibility and long term supportability.
 - Standardized applications and data through the implementation of recommended solutions designs and constant guidance to delivery teams.
 - Managed a team of solution architects and business analysts, and led the design of SAP, ensuring alignment of solutions to business requirements and IT standards & patterns.
 - Led solution choices and recommendations to business stakeholders to maximise business benefits and solution reuse across markets.
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Helpdesk manager, responsible for IT support & maintenance

Camaieu

📅 September 2006 – April 2007 📍 Lille/Milan/Warsaw

- Managed IT support teams in the different countries, in the different sites, optimising processes, based on ITIL standards.
- Implemented a centralized and international Help Desk Solution through IT outsourcing.
- Coordinated IT operations for shops' opening and revamping.

SKILLS

IT Strategy ●●●●●

Enterprise Architecture ●●●●●

Team Management ●●●●●

IT Transformation ●●●●●

Change Management ●●●●●

Data Management / BI ●●●●●

Retail ●●●●●

LANGUAGES

English ●●●●●

French ●●●●●

German ●●●●●

Portuguese ●●●●●

Dutch ●●●●●

EXPERIENCE - CONTINUED

Project Manager / Design Lead

Soft Solutions

📅 October 2003 – September 2006 📍 Lille/Beirut/Madrid/Toronto/New York

- Managed conception and development of data management & BI solutions.
- Contributed to Presales, coordinating RFPs and Proofs of Concept.
- Speaker in conferences and retail trade shows on MDM & BI.

Carrefour Group - Group MDM (Master Data Management)

- 21 pers. on 3 sites: Madrid, Lille and Beirut
- 2000 men/days – Budget: €4500K - 2 years project
- Managed pre-sales, project scope and plan, transfer of Competency
- Designed Carrefour master data solution across banners and countries

Cora Match - Group PIM (Product Information Management)

- 13 pers. on 3 sites: Paris, Lille & Beirut
- 800 men/days – Budget: €1800K - 2 years project
- Specified and configured the solution for the different brands and markets
- Managed the Go-Live coordinating testing, data migration and integration

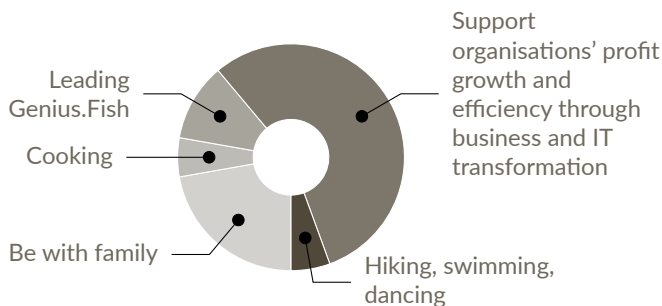
Business Analyst

Eurotunnel

📅 April 2002 - November 2003 📍 Calais/Folkestone

- Coordinated the implementation of SAP Supply Chain module (SAP MM) across UK & FR: business requirements, data cleaning and data migration, integration tests, project communication, end users' training and change management

A DAY OF MY LIFE



INSPIRED BY

👥 People

Jérôme Lejeune

Father of modern genetics, Discoverer of Down Syndrome causes. We are all different: we are called to follow our very unique path and support each other to feel unique! I believe that the beauty of life is when we truly become ourselves.

🏢 Companies

Smart With Food

Smart With Food uses the power of data to help people lead healthier lives.

Lego

A great inspiration for both my professional drive to innovate, do it right and make a real difference, and also my personal goals to support children development through ludic activities.

📖 Books

- Berk, Laura E. (Sept. 2013). *Child Development, Ninth Edition*. Pearson.
- Ries, Eric (Sept. 2011). *The Lean Startup*. Crown Publishing Group.

CORE COMPETENCIES

IT Transformation

Multiple experiences leading business and IT simplification and standardisation; Led architecture for several enterprise-wide transformation programmes in alignment with IT strategy and C-executive stakeholders' expectations.

Team Management

15 years' experience managing both junior and senior architects, designers, analysts and developers, on multiple distant sites and countries.

Expertise in Data

Designed and delivered data management and Business Intelligence solutions, and more recently grew expertise in event driven architecture and personalisation.

Technology

- Experienced in home made digital & data insight platform development
 - Experienced in deploying Microsoft Azure and AWS data platforms
 - Experienced in implementing SAP solutions. Certified for SAP F&R, MM, FICO, SAP BW on HANA
 - Expertise in Microsoft, JDA, Oracle, IBM, Adobe, Opentext and STIBO software suite implementation, in many organisations
 - Expertise in Retail, Travel and Airlines systems
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Certifications

Certified and experienced implementing and personalising TOGAF standards, Enterprise and Solution Architecture developments methodology and architecture templates and frameworks for the enterprise

Presales & Marketing, Fundraising & Event management

- Research of prospective customers & Pre-sales
- Contract Negotiation and maintenance
- Customer portfolio management
- Marketing strategy & operations
- Stakeholder management

MY LIFE PROJECT

Supporting families with special needs children

As an IT consultant, together with my co-founder at Innovensō, we allocate a significant part of our revenue to fund the development of a personal assistance platform and tools for families with special needs children.

We want to facilitate collaboration and access to personalized activities and tools to the family and everyone supporting the child.