



Roger Vandomme is an Associate and Advisory Board Member with Alpha Insights. He is a senior executive with exceptional analytical skills and talent in strategic business development, supported by ethical values, strong leadership and an international perspective.

Roger has solid expertise in strategic planning, over 10 years of experience in credit risk management and decision making support, in-depth knowledge of large database management, analysis and modelling. He has an ability to think strategically and address risk and issues associated with cross functional reorganization and new technologies.

His specialties include BIG DATA, data modelling for risk management, for marketing strategy, and for decision making. He is an expert in business and marketing strategy and international market development.

Career

- Principal Consultant with Alpha Insights through Saint Michael Consulting Inc.
- Directing Staff, Canadian Forces College
- Deputy Defense Attaché, French Embassy
- VP Analytical Services, Equifax
- Director Marketing, Rogers Communications
- Director Product Management, NPD Group
- Director International Analytics, Dun & Bradstreet

Professional

- MBA, Queen's University
- Master of Defence Studies, RMC
- MSc, Biochemistry, Université Pierre & Marie Curie, Paris
- Multiple certifications from EdX

Representative Accomplishments

- Initially assigned by the French Government and subsequently re-engaged by the Canadian Forces to coach and teach operational planning to classes of 20 international senior officers enrolled in the Joint Command and Staff Distance Learning Program.
- Supported the predictive sciences team for a major credit rating agency, and defined Canadian marketing strategy, market segmentation, and product offerings
- Led a team of 5 responsible for business intelligence, marketing segmentation and strategy for the B2B market of a major Telco, undertaking deep dive data mining projects and providing more effective targeting
- Created propensity models and churn models increasing acquisition and retention campaign response by 300%
- Conceived the Canadian marketing and product strategy and created product launch strategies resulting in greatly improved productivity and strategy for an international market research firm
- Opened new markets in South America and Asia for a major credit agency, resulting in new partnerships, brand strengthening, and revenue increases
- Author of multiple publications, including
 - From Intelligence to Influence: The Role of Information Operations
 - Strategies of Influence: The Key Role of Ideas
 - From Lessons Identified to Lessons Learned: A Proposition for Integration of Lessons Learned into Canadian Forces Professional Development