

GERALDINE ALLEMAND

Communication Expert | Change Management, Innovation & Sustainability

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ge-allemand.me

Montpellier (FR)

14 years of experience in international advanced communication and digital transformation across Europe, North America, West Africa, and the Middle East.

- Driving strategy and communication with an agile mindset in complex projects, environment, and teams
- Fostering engagement and cooperation across impactful communication
- Managing international high-level events focused on international development
- Bridging multi-functional roles to ensure projects impact
- Turning sustainability ambition into action through business strategies consulting

Moto: *Simplicity is essential. Keep it is an art.*

WORK EXPERIENCE

Digital Transformation Consultant

CGI - France | Feb. 2024 - Present Day

Digital transformation, Change Management, Strategic Communication, Advisory, Sustainability

My role is both strategic and hands-on, requiring a mix of leadership, technical expertise, and business acumen.

- Driving digital transformation across industries, and the importance of integrating AI as a key technology to advance Climate Tech and Climate Action
- Communicating with stakeholders to understand their requirements, provide updates on project progress, and manage expectations by understanding business needs, often unexpressed
- Supporting clients in their Change management and Smart automation projects by proposing innovative solutions adapted to economic, technological and organizational constraints
- Supporting change and ensuring that the solutions proposed are adopted and effective
- Contributing to the development of the Business Unit 'Digital Sustainability'

UNFCCC COP28 Governance - Civil Society Liaison Officer

Expo City Dubai - United Arab Emirates | Oct. - Dec. 2023

High-level event management, Advocacy & Communication, International Development, Advisory

Initializing for the very first time in the UAE history, a dynamic-event space to let civil society expresses its will and recommendations: the Voice for Action hub.

- Plan and execute side events and communication strategies to amplify the initiative's messages
- Designing and planning the Voice for Action hub, ensuring its seamless integration into all aspects of operational planning
- Leading the effective communication between the Civil society and the Host country, engaging with a wide array of stakeholders
- Handling sensitive topics such as security issues
- Developing and executing a comprehensive strategy to ensure activists, volunteers and climate focussed partner organizations are accounted for in the Voice for Action planning
- Cultivating and strengthening relationships with key stakeholders, including Civil society organizations, indigenous groups, youth activists, and other influential

EDUCATION

Master - Communication & Cultural Events

Université d'Avignon (FR)
2009 - 2010

Master - Businesses Communication

Université de Montpellier (FR)
2008 - 2009

Bachelor - Communication Sciences

Université d'Avignon (FR)
2005 - 2008

SKILLS

Certifications

SAFe 6 Agilist - 2024
Sustainable Digital - 2024
Design Thinking - 2023
Front End Coding - 2022
Professional
Communication & Design
Sustainability

voices.

- Contributing to post-event reports and recommendations for enhancing future engagements

Digital project coordinator

CGI - France | 2022 - Sept. 2023

Digital transformation, Business process
Consulting, Automation, Advisory

Within the CGI Digital Innovation Center, supporting the digital transformation of companies by modeling, optimizing and automating internal processes.

- Optimizing CGI worldwide onboarding process using automation (90.000 employees)
- Animating workshops to express final users needs, elaborating prioritized stories, and optimizing features through continuous iterations
- Structuring the pre-sales automation offer
- Organizing consultant unit to share knowledge and experiences, increasing approach consistency and deliveries
- Developing a corporate social responsibility (CSR) offer to train teams to the sustainable IT

Contractor - Communication & Design

Beyondframes. - Switzerland | 2021 - 2022

Communication Strategy, Print & digital
design, Advisory

Beyond frames offers complete personalized services to entrepreneurs, with deep expertise in communication, brand strategy, design and digital.

- Helping S&M businesses build and monitor their strategy
- Communication consulting to strengthen the information exchange process between projects stakeholders
- Crafting user experience from the idea to the front-end development: UI/UX, accessibility, sustainable IT
- Designing and maintaining brand consistency: brochure, social media graphics, event materials, websites, etc.

Co-director in charge of communication and events

CARI NGO - International cooperation | 2017-2019

International Development, Advocacy &
Strategic Communication, High-level event
management

French NGO coordinating 3 international civil society networks in 10 countries (Africa & Middle East) and organizing international environmental summits. As Co-director, I was in charge of:

- Developing Strategic directions & projects design
- Planning and executing side events and communication strategies to amplify the initiative's messages
- Performing all of the media relations activities of the CARI NGO, its networks and high-level events
- Fostering and managing engagement in the community of Climate & Sustainable Development journalists, and facilitating their access to Civil Society key actors and CARI Programmes
- Promotion of civil society input in the political arena managing the full life-cycle of events (United Nations & International Summits)
- Internal operational management: growth, 1:1, team building, feedback...
- 360° communication campaigns and crisis communication.

Communication officer

CARI NGO - International cooperation | 2013 - 2016

International Development, Communication,
Media Relation, Project management

As Communication strategic focal point for 3 civil society networks in Sahelian and Maghreb region, I created communication tools to assist dialogue between actors involved in drylands.

- Ensuring that the media relations and news release processes are properly implemented within the CARI team and across those of our direct partners in Burkina Faso, Niger, Mali, Mauritania, Morocco, Tunisia, Algeria and Tchad
- Managing international media relation strategy and execution
- Organising interviews and briefings for individual journalists, as well as

Digital transformation

International events
management

People management

Agile methodologies
(scrum/kanban)

Technical

Adobe Creative Suite

SEO / SEA, Google Ads

Html, CSS, JS

Git, GitHub, Jira

Figma, Miro, Draw.io

MacOS, Windows &
Linux

Soft

Fostering Cooperation

High sense of
interculturality

Impact driven

Insightful

Proactive

Continuous
Improvement

Team spirited

LANGUAGES

French (Native)

English (Advanced - C1)

Spanish (Independent
user level)

INTERESTS

Motorbike

Kitesurfing

Digital culture

Yoga / Handpan

preparing, sending and updating press releases and news releases when appropriate

- Create and implement organizational digital communication plans that align with the NGO's missions and brand
- Creation of the communication unit & new processes : objectives, monitoring, communication security policy...
- Editorial lead: 9 websites, 5 newsletters, +10 000 followers, dozen of print supports (eg. user guides, magazines...).

Communication & Side event manager

Art souterrain - Canada | 2013

Communication, Media Relation, Event Management, Artist support

Communication and implementation of cultural projects promoting Contemporary Art in an urban environment. One Month Festival welcoming 100.000 visitors per day across 7km of pedestrian circuit.

- Co-organization of artistic and cultural projects in addition to the festival and developing dedicated funding and grants
- Developing and distributing a range of digital content: newsletters, social networks (Instagram, Facebook, and Twitter), podcasts...
- Creating a graphic charter, communication kit, press kit, sponsorship development
- Maintaining media relations, ensuring they are briefed regularly
- Management / Team coordination support: 300 volunteers as public mediators
- Supporting the preparation, set-up and dismantling of exhibitions: 130 contemporary creations through 8 mediums.

Communication & project manager

Baccarat - France | 2010-2012

Communication, Event management, Media Relation, Territorial development

Key player in the creation and management of a €2M territorial project based on two brownfields of Baccarat SA including : a 200m² international exhibition gallery, an artists' incubator, a training center, and an R&D center.

- Leading the communication strategy, media relations, audience development, event management, and artist support, with expertise in contemporary aesthetics and public relations.

Projet manager

Université de Montpellier - France | 2009

Communication, Design, Architecture

Carrying out an accessibility and signage diagnosis to improve the integration of the diversity of users in complex environment.

| VOLUNTEERING

Construction Coordinator, Montpellier

Architecture

Design, and deep renovation of a flat | 2023

Les Chèvres de la Garrigue

Agroecology & Biodiversity

Support for Goat cheese production and the protection of the Rove breed, a distinctive local breed emblematic of the Garrigues in the South of France | 2022-2024

Construction Coordinator, Montpellier

Architecture

Design, and construction of a entire house | 2019-2020

Action Sport, Montpellier

Kitesurf - Wakeboard

FISE World Montpellier / Action sport festival | 2019

Le Sonambule, Gignac

Arts - Music

Contributing to make the organisation to offer concerts at a fair price | 2016

Le Vieux Canal, Azerailles

Arts - Music

Developing a new festival (communication, partnership, and organization) to disseminate current music in all its diversity | 2011-2012

RECOMMENDATIONS

Marcos Montoiro

External Relations Officer at
United Nations Convention to
Combat Desertification

"(...) Ms. Allemand has shown during all these years an impressive sensibility to portray on her publications, pictures and digital work the testimonies of those working on the ground trying to make a better living from a degraded land. She is a hard worker and very rigorous professional that has shown a strong commitment for the protection of the environment and the achievement of the Sustainable Development Goals. Working with Ms. Geraldine Allemand during all these years has been a great pleasure, she is a great team player and brings original solutions to challenges we faced."

Bianca Auclair

Director Business Consulting
/ CGI Montreal

"Working with Géraldine was both a great joy and the discovery of a brilliant woman. Her professionalism and ability to create connections are undeniable. The human approach and expertise she brought to the project were of high quality. I hope to work with you again."

AWARDS

2024 | UiPath AI25 Awards - Winner

Key contributor in CGI France's application, playing a decisive role in securing two awards: Worldwide Industry Solutions Partner of the Year and Industry Solutions Partner of the Year. This achievement marks the third consecutive year that CGI France has been recognized by the publisher, a historic first that highlights the leadership of my Team in Automation and Artificial intelligence.

2021 | Zürich Design Contest - Winner

Creation of an entire brand design & communication strategy.

2009 | Prize-winning team following a Call for proposals Marseille - Provence 2013: European Capitals of Culture

In collaboration with the Museum of European and Mediterranean Civilisations (MuCEM): Proposal of mediation mechanisms & processes for promoting collections and integrating the structure from the local to the Euro-Mediterranean vision, and Creation of a new scenography and spatial design for temporary exhibition.
