



**Mr. LEBARD LAURENT**

49 years old, married, two children

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## EXPERT IN REVENUE MANAGEMENT (RM)

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### CAREER OBJECTIVES

It is time to share my expertise and convictions in Pricing and RM. Founder of Yieldin, a company that advises, designs, develops and implements RM solutions, I will also act as senior external or internal consultant and will support RM and Commercial teams in increasing Revenue.

### RM EXPERIENCE

**1997-2002, Yield Project Manager, then Yield Analysts Manager, Club Med, Paris.**

Specifications and design of an OnD RM solution, able to optimize at the same time Club Med beds and seats. In partnership with Sabre, world leader in Yield Management for Airlines. Re-engineering of the "Sales" and "Resources Stock Control" processes.

Pre-Processing Project Management: feed the system with data coming from reservation systems. Steering of several reporting and decision support tool projects for transportation activities.

Management of Yield Analysts and IT Engineers.

**2006-2007, Lecturer in Yield, e-commerce and Business Math, César Ritz Colleges, Switzerland.**

By lecturing I have learned a lot, not only about Yield but also about myself and group management

**2007-2011, Revenue Manager, then Network Management Director, Baboo, Geneva.**

In charge of network design, RM, pricing, interline and distribution.

Code share implementation with major airlines such as Air France, Alitalia, City Jet, Tarom and Olympic.

Adaptation of product and pricing in order to target both high yield business and price sensitive customers. Design of innovative promotions such as Baboo Happy Hours, Baboo Family or Baboo Youth.

Implementation of Sabre RM (Airmax) and e-commerce solutions (Sabre Sonic Web). Development of RM competitive solution closing some of Airmax gaps.

As a result, and despite the crisis and strong competition from both Swiss and EasyJet, the team achieved a yearly trend of +14% RASK (Revenue / Available Seat Kilometer).

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**2011-2012, Revenue Director, Darwin Airline, Lugano.**

Following BABOO takeover by Darwin, we transferred our RM tools and know-how.

**2013-present, Founder and CEO, Yieldin, Paris.**

Development of YRIS RM and Dynamic Pricing concepts and solutions.

20015-20017, XL Airways, Audit of RM department, Revenue Management of most critical routes, design and implementation of a customized RM solution.

20016, Air Malta, Audit of RM department, design and implementation of a customized RM decision support tool aiming at closing the gaps between Airmax, Sabre RM solution, and an optimal RM tool customised for Air Malta, which faced strong competition from Ryanair.

2014-2016, Monarch, Consulting and development of a Dynamic Pricing solution for managing more efficiently Ancillary revenue.

### **OTHER WORK EXPERIENCES**

**2005, Merger and Acquisitions Analyst, Dome Close Brothers, Paris.**

Design of complex valuation models, decision support tools for defining the most appropriate deals' price and financial structure and for monitoring the business after acquisition.

### **EDUCATION**

2003-2004. Master Business Administration. EM-Lyon, HEC Montréal.

1995-1996. Master in Management of Tourism Activities. Sup de CO Montpellier

1993-1994. Master in Quantitative Geography. Joseph Fourier University, Grenoble.

### **OTHER SKILLS**

Languages: French mother tongue, English and German, fluent.

Computer languages: SAS, SQL, Visual Basic, C++.

Skiing Instructor French State Degree (1991) and Mountain Guide French State Degree (1991).

## Research & Development Supervisor

Self Motivated, Team Worker, Multitasked,  
Multicultural Background, Mobile



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French & Brazilian citizenship  
32 ans

## Professional Experiences & Projects

### Yieldair and Amadeus Web Services integration - YIELDIN

Over the past 5 years, Yieldin has been focused on its innovative vision of a Revenue Management System. I am in charge of the continuous development of this vision, Yieldair. Through our consulting and long-term support missions in companies such as XL Airways, Air Malta or Monarch Airlines, Yieldair has been growing with value-adding modules from ancillary revenues to high-levels audit automation and Amadeus Web Services Integration.

### Yieldprint - YIELDIN

Charged with the development of a quoting tool for a Printing company, I first audited all departments and their daily operations, then developed a solution, Yieldprint, that is now used by all 40+ employees every day.

### Co-founder Research & development - YIELDIN, Consulting and development (Paris) - Since 2013

Yieldin is a consulting company specialized in the development of innovative solutions in Revenue Management, and active in various industries, Airlines, Car rental, Hotels, Printers, E-Commerce. My job's key focus is with innovation and research for the development of decision support IT solutions.

### Business Intelligence Analyst - BABOD, Geneva based Airline - 2010 to 2012

Developed and maintained a **Graphical Yield solution** together with the Head of Revenue Management department, building an all-in-one interconnected tool. Supported by **forecasting models**, automated market monitoring and a robust **data warehousing foundation**, this tool eventually replaced the Airmax Solution from Sabre.

### Yield Analyst Intern - BABOD, Geneva based Airline - October 2009 to March 2010

**Yield management:** optimizing revenue using dynamic pricing (Sabre Airmax certified) and defining the route strategy together with the marketing and commercial teams.

**Data Mining & Reporting:** turning raw data into strategic information in order to support operational decision making processes.

### Teacher-Assistant in applied cryptologic algorithms - Prof. Lenstra, EPFL

February-June 2008 and 2009: hosted and organized exercise sessions as well as grading papers.

## Academic Projects

**Clip-Air Performance Study** - Master Thesis in the Transport and Mobility Laboratory with Prof. Bierlaire (EPFL, 2009, **graded 6/6**): Studied the mathematical optimization models for airline management and the economical implications of a new aircraft design and analyzed the economic and environmental impact of a revolutionary air transport system toward ACARE 2020's objectives.

**Economics of Pseudonym Changes** - Master semester project in the Computer Communications and Applications Laboratory with Prof. Hubaux (EPFL, **spring semester 2008, graded 5.5/6**): Developed a simulator of location privacy issues in vehicular networks using game theory models. (NetLogo simulation)

**Web-Crawler** - Bachelor semester project in the algorithmic laboratory with Prof. Shokrollahi (EPFL, **spring semester 2006, graded 5/6**): Developed a java based web crawler gathering and organizing information (emails, photos, links ...) from web pages.

## Competences

**Operating Systems:** UNIX, Linux, Mac OS X, Microsoft Windows

**Software & Editors:** Microsoft Office (advanced knowledge incl. VB/macro programming), Keynote, Pentaho, Matlab, Netlogo, GNU Mathprog, CPLEX

**Airline-related Software:** AIRMAX, Sabre

**Programming Languages:** Java, C++, LaTeX, VBA, DDE protocol

**Web Publishing & Database:** HTML, Javascript, XML, MySQL

**Additional Courses of Interest:**

Optimization E-Commerce Systems Implementation Infrastructure

Decision Processes Cryptography and Security

Machine Learning and Data Mining Distributed Algorithms

Principles of Finance (master course, HEC Lausanne) Computer Networks

## Education

**Master degree in Communication Systems (4.74/6), October 2009**

**2007-2009:** Swiss Federal Institute of Technology Lausanne (EPFL), Lausanne, Switzerland.

**2006-2007:** 1 year abroad, University of New South Wales (UNSW), Sydney, Australia.

**Engineer Graduate in Communication Systems (4.55/6), July 2006**

**2003-2006:** Swiss Federal Institute of Technology Lausanne (EPFL), Lausanne, Switzerland

**Baccalauréat Scientifique with Honours, July 2003**

**Prior to 2003:** Primary and secondary education in Geneva, Switzerland (Florimont Institute) and Bordeaux, France (Sainte-Marie Grand Lebrun)

## Languages

**French:** Fluent written/verbal

**English:** Fluent written/verbal

**Spanish:** Basic knowledge

**Portuguese:** Basic knowledge

## Personal Activities & Interests

**Surfing:** for the past 25 years, across the world. One year of competition.



## Estelle Gueritey

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Switzerland

**Revenue Development Manager**  
Specialized in Yield management for  
Airlines and Hotels  
Revenue Management Solutions Tools

### Education

#### Master Degree in Marketing Services and Revenue Management - ESSCA

September, 2012 – September, 2017

- ▶ Double Degree with the University of Angers

#### Graduate Program – University of Gothenburg (Sweden)

September, 2015 – January 2016

#### Exchange Program - Queen's University of Charlotte (US)

September, 2014 – December, 2014

### Work experience

#### Revenue Development Manager - Airlines

Yieldin – March 2017 until Now

- ▶ Help to activate and implement Revenue Management System into Airlines.
- ▶ Yield Management for two air routes : Direct and OnD for our clients XL Airways
- ▶ Working on conception and improvement of the systems.
- ▶ Consulting : introducing innovative concepts regarding pricing strategy
- ▶ Design and establish training sessions for the use of RM solution tools
- ▶ Business development of the company : product positioning and development of customer portfolio

#### Revenue Management Assistant

Grand Hyatt Cannes Hôtel Martinez\*\*\*\*\* - Cannes, France – January to September, 2016

- ▶ Develop the pricing strategy regarding festivals and high season for a capacity of 409 rooms
- ▶ Set up a Daily pick up tool
- ▶ Participate to the Forecast
- ▶ Elaborate the statistics for the occupancy of the hotel
- ▶ Prepare and lead the Yield meeting
- ▶ Daily work on Prio (RMS), Reserve (CRS), Opera (PMS)
- Establish Prio's recommendations regarding prices, booking limits and inventory
- ▶ Create and manage rate codes
- ▶ Competitive Intelligence
- ▶ Stand in for the Director of Revenue Management during his holidays

#### Revenue Management Assistant

Domaine-de-Divonne\*\*\*\*\* - Divonne-les-bains, France – June and July 2015

#### Sales Intern

Comptoir Immobilier – Real Estate company in Geneva, Switzerland – May, 2014, June, 2014

#### Receptionist

Domaine-de-Divonne\*\*\*\*\* - Divonne-les-bains, France - May 2013, June 2013

### Skills

#### Languages

French mother tongue  
Fluent English  
Fluent Spanish  
Italian : basic knowledge

#### IT Knowledge

Excel : VBA and pivot tables  
Powerpoint, Word, Microsoft Access  
Amadeus Altéa Inventory  
Prio - RMS Hyatt  
OTA Insight  
Reserve Opéra  
Rate Tiger

#### Interest

Goble-trotter  
Owner of a Blog  
GenevaDiscovery to discover Geneva and its new addresses in town