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French
Born the 29th of January 1981
Married / 2 kids

JEAN WALBAUM MBA ESSEC

+ 16 YEARS EXPERIENCE IN COMMERCIAL REAL ESTATE

MANAGING LARGE SCALE REAL ESTATE (RE)DEVELOPMENTS AND TRANSACTIONS
& REFINING INNOVATION AND TECHNOLOGY BASED STRATEGIES

CURRICULUM SUMMARY

2021-2022	SMART BUILDING LEAD	LA MACIF 6 months
2019-2021	SMART EXPERIENCE DIRECTOR	JLL CORPORATE SOLUTIONS 2 years
2017-2019	OPERATIONS STRATEGY ADVISOR & PROJECT DIRECTOR	JLL CORPORATE SOLUTIONS 2 years
2015-2017	INNOVATION STRATEGY ADVISOR	ENTREPRENEUR 2 years
2007-2014	REAL ESTATE DEVELOPMENT DIRECTOR	BNP PARIBAS REAL ESTATE 7 years
2005-2007	REGIONAL PROJECT LEADER	CREDENCIAL ARGENTINA 2 years
2002-2004	INTERNSHIPS – MARKETING & ADVERTISING	L'OREAL – PUBLICIS GROUP 1 year

SKILLS & EXPERTISE

COMMERCIAL REAL ESTATE (RE)DEVELOPMENTS &
TRANSACTIONS

ASSET REPOSITIONNING & SPACE MANAGEMENT

INNOVATION MANAGEMENT & INNOVATIVE SPACES

USER EXPERIENCE / SMART BUILDING

STREAMLINE OPERATIONS AND COST SAVINGS

FIELDS OF INTEREST

NEW WAYS OF LIVING, STUDYING, CONSUMING AND
WORKING

BEST-IN-CLASS UX THROUGH SPACES & TECH

BUSINESS INTELLIGENCE THROUGH DATA

E-MOBILITY

WORK EXPERIENCES

SMART BUILDING LEAD (freelance assignment)

LA MACIF (major Insurance company) / Mid 2021-2022 / France

Elaboration of the technological roadmap for a portfolio of Commercial Real Estate to a) Streamline operations with impact on cost and staffing and b) enhance user experience and fulfill ESG commitments. During this assignment, I have:

⇒ *Fostered innovation mindset*

- Envisioning sessions for internal and external stakeholders presenting high-level market best practices, and trends to highlight the link between tech, innovation, and performance (group interviews, learning expeditions)
- Facilitation of ideation through workshops using co-creation techniques

⇒ *Built a team and established a governance*

- Building up a multi-disciplinary team of 15 contributors. This team was responsible for assessing suitability and impact of new tech solutions to support organization global performance
- Shortlisting, benchmarking, and negotiating partnerships
- Organizing, preparing, and animating all recurrent committees with the board of directors to validate orientations

⇒ *Established all management tools*

- Elaboration of an opportunity matrix listing all business cases and detailing streamlined operations and cost savings
- Cocreation with the board of a set of KPI to align performance with organizational goals
- Elaboration of financial modeling, budget, cash flow management, projects actions tracker, and HR reporting

SMART EXPERIENCE DIRECTOR

JLL CORPORATE SOLUTIONS / 2019 - mid 2021 / FRANCE

⇒ *Innovation leveraging technology*

- Preparation and animation of recurrent dedicated committees with JLL French executive board
- Identifications of key areas for innovation and transformation through technology (Collaborative Design Tools - Project Management tools – Space Management Tools - User Experience App – automated performance monitoring - commercialization processes)

⇒ *Team creation*

- Management of a team of 5 collaborators to support innovation and technology within the operational teams

⇒ *Animation of JLL's Ecosystem*

- Establishment of a bimonthly event: "Tech-Up" to animate our ecosystem of partners (clients, startups, vendors, GCs, Architects, engineers, consultants...) and disseminate intrapreneurial spirit within the teams
- Animation of webinars and creation of content for interviews towards tech and innovation in real estate
- Shortlisting, benchmarking, and negotiating partnerships

⇒ *Creation of a tech advisory offer*

- FIRMENICH: Cocreation of sets of "Metrics that Matters" to align performance with organizational goals and design of the digital roadmap to streamline operations, optimize costs, enhance user experience, and fulfill ESG commitments
- GOOGLE: Digital Building Consultant. Drive GOOGLE Digital Building approach through design and construction phases – Building Operating System, IoT heavy, MSI onboarding
Opportunity matrix incorporating all business cases and detailing streamlined operations, cost savings and ESG impact
- WORLDLINE INGENICO BENELUX / PEPSICO FRANCE / FRENCH POST OFFICE PORTFOLIO / MSD (MERCK) / PIERRE FABRE / LA MACIF / ORANGE (...): Selection of property technologies to increase productivity, enhance experience and promote a data driven approach of performance (benchmark, RFP, PoC, project management, KPIs...)
- REDTREE-INVESCO: Smart Building design of a 300,000 sq. tower, Tech positioning of the asset and management of the Experience App project
- SOCIÉTÉ GÉNÉRALE: Design of Space Management Tool and processes around dynamic space monitoring for a major European bank

OPERATIONS STRATEGY ADVISOR & PROJECT DIRECTOR

JLL CORPORATE SOLUTIONS / 2017 – 2019 / FRANCE

Leadership of large-scale assignments aiming at transforming workplace project management by diminishing costs and durations

⇒ **CAPGEMINI GLOBAL SPACE DESIGN GUIDELINES:** 200,000 collaborators and more than 20 million sq. I have elaborated Global Space Design Guidelines, space calculation tools, design tools and coordinate global partnerships. The main achievements were circa 25% time saving for local project management, 15% savings on projects design fees and 30% savings on furniture globally

⇒ **MSD FRANCE HEADQUARTER (MERCK GROUP):** Approx. 600 collaborators and 110,000 sq. I have managed a team of project managers, workplace strategists, designers and change managers

Complete transaction management: Property Search, Negotiation, Due Diligence, Financing Approval, Subject Removal, Legal Due Diligence and Closing

Contribution to Merck global guidelines refining space ratios and introducing technology to monitor occupancy at a global level. Main achievements were:

- 10% savings on CAPEX and 15% on OPEX
- The headquarter became Merck group Digital Workplace global showcase

⇒ **ESSEC BUSINESS SCHOOL CAMPUS:** For a top of the game French business school, I have formalized the vision and refined strategy around educational spaces and offices. The project incorporated campus' restructuration and extension.

INNOVATION STRATEGY ADVISOR

ENTREPRENEUR / 2015-2017 / EUROPE

Collaboration with corporates and territorial organizations to elaborate their innovation strategy through hackathon, workshops, incubators, future centers and coworking spaces

- ⇒ **BETAHAUS Europe:** Value proposition design aiming at outsourcing innovation for public and private organization. Business plan for a French implantation
- ⇒ **RESET:** Business plan and concept design for a space dedicated to innovation (Partners: BETC / Paris City Council)
- ⇒ **MAB'LAB:** Set-up and coordination of a coworking for students and entrepreneurs (Partners Article 1 / Paris City Council)
- ⇒ **PROJET NOVA:** Co-design of a research center for Air Liquide

REAL ESTATE DEVELOPMENT DIRECTOR

BNP PARIBAS REAL ESTATE / 2007-2014 / FRANCE

Full restructuration of the Cash Flow Management system

Feasibility studies and management of 20 large scale operations (+ 100 M € turnover per operation / 150,000 - 700,000 sq.)

Responsible for financial analysis, cash flow management, engagement committee, land acquisition, administrative authorization.

Transaction management through off-plan building lease and sale contracts negotiation and operational management

⇒ **VIAVERDE: Off-plan Lease/ sale negotiations + Design and build coordination**

- HQE and BBC multi-users office building (EPADESA, CCIP and COFACE)
- 170,000 sq. sold to MACSF (Architect: WILMOTTE)
- Complexity: users' political influence, multi-users, technical challenges

⇒ **VELIZIUM: Tax optimization + Administrative authorization + lots transaction management**

- Land subdivision with a view to resale in lots for residential developments
- Complexity: legal set-up

⇒ **NEO VEO: Tax optimization + Administrative authorization + GC contract negotiation**

- Development of two mixed use buildings (HQE and BBC) of 200,000 sq. each (Architect: Anthony BECHU)
- Complexity: Legal set-up and project political validation

⇒ **LE SEXTANT: Off-plan sale and lease negotiation and management**

- Multi-users HQE mixed use building of 110,000 sq. sold off-plan
- Complexity: Multi-users building

REGIONAL PROJECT LEADER

CREDENCIAL ARGENTINA / 2005-2007 / SOUTH AMERICA

Money transfer services comparable to Western Union's activities

Market study – Financial modeling- Strategy – Partnerships' development

INTERNSHIPS

L'OREAL & PUBLICIS GROUP/ 2003-2004 / CANADA

Marketing & Advertising

EDUCATION & QUALIFICATIONS

2022 REMOTE	CORPORATE FINANCE INSTITUTE Commercial Real Estate Finance Specialist – Ongoing Certification
2021 – 2022 REMOTE	MIT – MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cloud & Devops: continuous transformation – MIT Professional Education – Certified
2015 NETHERLANDS	AOH - THE ART OF HOSTING SOCIAL INNOVATION Innovation method training
2001 - 2005 FRANCE	<u>ESSEC BUSINESS SCHOOL - MBA</u>
1999 - 2001	IPESUP - Preparatory class for Business School
1999	BACHELOR'S DEGREE WITH DISTINCTION – LYCÉE JEAN-BAPTISTE SAY Scientific Section – Major in Mathematics

ADDITIONAL SKILLS

LANGUAGES	French: Native
	English and Spanish: Fluent
	Arabic: Beginner
COMPUTER SCIENCE	Microsoft office 365, Google suite, QlikView, Dataview, WordPress, Klaxoon, WebEx, Zoom, Blue Jeans
	Basic understanding certification for Cloud Computing, Git and GitHub, Docker, Nodes and NPM