



Colombus Consulting

Le monde n'a pas fini de changer

PRESS RELEASE
Paris, Tuesday 3rd January 2017

Colombus Consulting integrates the team from Sword Consulting (ex-Simalaya) to create "Colombus Consulting Shift" that will provide consulting services in data and innovation in both France and Switzerland.

- **The team of consultants from Sword Consulting (ex Simalaya), led by partners David Robin, Jean Meneveau and Grégory Garnier, are joining Columbus Consulting to develop and promote this new data-driven offering.**
- **Jean Meneveau, founder of Simalaya's digital offering, will lead the development of Columbus Consulting Shift activities in Switzerland.**

Colombus Consulting, one of the leading-consultancy firms in France, welcomes a team of 18 consultants from Sword Consulting (ex-Simalaya), who specialise in data-driven innovation and marketing consulting, and who provide the opportunity for Columbus Consulting to broaden the scope of its services around a new digital offering called **Colombus Consulting Shift**. The team, managed by 3 partners, will operate out of the Paris headquarters as well as the Swiss office. Already present in Tunis, Columbus Consulting extends its international footprint after its expansion in Canada in 2015.

Christopher Bailey, Partner of Columbus Consulting and Project Leader, comments "Joining forces with the ex-Simalaya team is a real opportunity to broaden the range of services we provide to our clients in the banking, insurance and energy sectors. The ongoing digital revolution continues to reveal a host of business opportunities based around the management of data. Working with the Shift team means we will be able to provide an extensive offering around innovation, which combines an expertise in data analytics and our know-how in managing transformations within organisations. It is also a chance for Columbus to address new sectors where we are not currently present such as retail, telecom and leisure."

The Columbus Consulting Shift offering will be developed around 4 areas:

- **Strategy and Innovation** (new business models, Internet of Things...)
- **Marketing Digital & Data** (e-commerce, Digital Analytics, Customer Experience...)
- **Omni-channel Marketing** (Customer Value, CRM, MarTech, AdTech...)
- **Retail & Distribution** (Retail Analytics...)

Disposant d'une expertise reconnue dans le conseil en data et innovation, l'équipe de Columbus Consulting With a recognized expertise in data and innovation, the Columbus Consulting Shift team will be tasked with strengthening the group's consultancy services in all the sectors where organisations are facing digital challenges and looking to tap into data management opportunities. The team intends to double its response capacity in each country where Columbus Consulting is present.

"We are delighted to join Columbus Consulting, a recognized player in management consulting, with an entrepreneurial culture to which we are fully committed. This merger enables us to increase our ability to address our customers in both France and Switzerland." Said **David Robin and Grégory Garnier, partners.**

More information on **Colombus Consulting Shift**:

Website: shift.colombus-consulting.com

Twitter: [@ColombusShift](https://twitter.com/ColombusShift)

LinkedIn: [Colombus Consulting Shift](https://www.linkedin.com/company/colombus-consulting-shift)

Profiles :

David Robin, 48 years old, has 20 years of experience in Digital Marketing. David obtained his Masters of Science degree, and started working at British Telecom in Bristol. He then became a consultant and evolved as a director in several specialized digital based companies. He then created Idaho consulting in 2004, which he developed and led to the merger with Simalaya in 2014. He has been in charge of the French market ever since. David Robin has extensive knowledge of existing issues in several fields: Telecom, Media and Digital. He has intervened in all these sectors on all channels (telephone, mobile, internet...), on a market level (creation, development and turnaround), and all other levels (strategic, financial, operational, analytics). Today, David is particular interest in online retailing and more specifically the challenges ahead concerning IoT "Internet of Things".



Jean Meneveau, 41 years old, is the founder of Simalaya's digital offer in Switzerland. Graduated from the school of engineering of Nancy, he has worked as a consultant and then as a Director for companies such as Accenture or Cap Gemini, in their Digital or client insights department for over 15 years. He co-created the company Simalaya in Switzerland and Europe. Jean has worked alongside large corporations in both B2C & B2B activities, developing his skills over the years. This makes him a known expert in Data Marketing issues and MarTech or AdTech ecosystems (DMP, attribution model, and personalization, digital publicity, Omni-channel CRM, Next Best Action, online retail...).



For the past 14 years, **Grégory Garnier**, 37 years old, helps all types of companies, from startups to large corporations in the definition and set up of their digital strategy and products. Graduated with 2 degrees: Toulouse Business school and EFREI (engineering school specialized in advanced data management), Grégory started his career as a product & service manager in key sectors such as Telecoms, Media & Internet. He joined Idaho consulting in 2006 as an associate and participated in the merger with Simalaya. Grégory supported Simalaya's activities and its development in France and in Europe thanks to his skills in business strategy, his keen knowledge in digital technologies, user experience & data management.



Contacts :

Enderby : Delphine Jouenne / Damien Piganiol Tel. + 33 1 83 64 71 77 dpi@enderby.eu

www.colombus-consulting.com