

SELMA BENSALAH



Chief Transformation Officer · Chief of Staff · Chief Digital & AI Officer · Fractional C-Suite Executive

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Fast availability

Data. Strategy. Digital. People. All at once.

A fractional executive at an unusual intersection: digital and AI strategy on one side, professional coaching (PCC) and systemic team coaching on the other. Most leaders master one. I have built both. I integrate into your leadership team for a defined period — precisely where you are, for what matters most.

PROFESSIONAL EXPERIENCE

Director — Cell Therapy Data Analytics & Commercialisation

2022 - Jul. 2025

Bristol-Myers Squibb · Boudry, Switzerland

- Delivered a multi-million-dollar data transformation programme eliminating thousands of manual labour hours across Demand-to-Supply, Product-to-Delivery and OOS processes
- Aligned 100+ stakeholders across a complex matrix organisation; accelerated delivery by one year, saving \$250K and 0.5 FTE over six months
- Drove commercialisation across 20+ countries, accelerating IT service delivery by 25% while maintaining regulatory compliance
- Collaborated directly with VP and C-suite leadership to shape organisational strategy and govern cross-functional programmes
- Delivered personalised coaching to teams; sustained +3% annual employee engagement growth through major restructuring

Associate Director — Commercial Analytics & Master Data Management

2019 - 2022

Bristol-Myers Squibb (Celgene-BMS Convergence Programme) · Boudry

- Led data and analytics transformation through one of pharma's most complex mergers — operational continuity and regulatory compliance maintained throughout
- Orchestrated master data integration and global commercial analytics strategy for the combined organisation
- Ensured uninterrupted field force productivity across global markets during integration

Associate Director — Solution Partner, Data & Analytics (International)

2016 - 2019

Celgene · Boudry, Switzerland

- Reduced analytics project set-up time by months through framework reuse; saved hundreds of thousands of dollars via licence optimisation
- Led Veeva CRM and Contract Management integrations — 50% process improvement delivered
- Drove MDM and territory analytics to enhance international field force management

Head of Global Data Analytics

2012 - 2016

Nespresso · Lausanne, Switzerland

- Led a team of 25; built and harmonised a global analytics strategy across HQ and regional markets
- Delivered data-driven solutions transforming international commercial decision-making

Business Intelligence Programme Manager

2008 - 2012

Orange Communications · Vaud, Switzerland

Business Intelligence Data Scientist

2006 - 2008

Finscore Consulting · Vaud, Switzerland

EDUCATION

PCC Certification

*International Coaching Federation
2025*

Systemic Team Coaching Diploma

*Coaching Square Swiss
2023 - Jun. 2026*

Master's in Business Information

*HEC Lausanne
2006*

Master's in Mathematics & Computing Science

*Université Claude Bernard Lyon 1, France
2004*

LANGUAGES

French — Native

English — Fluent

Arabic — Fluent

FRACTIONAL OFFER

Available for interim and fractional mandates as **CDO · Chief Transformation Officer · Chief of Staff · VP Strategy & Digital** — Switzerland and international.

Engagements from 2 days/week. Immediate start.