Laurène STURM
Global Guest & Brand Experience Director Ex-BCG X | Ex-Rosa Paris

Emotional Journeys x Digital Transformation x AI Building x Team Empowerment

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Emotions Drive Business. Technology Scales Them. People Deliver Them.

With 15 years of experience at the intersection of Luxury Strategy, Guest Experience, and Deep Tech, I help organizations create seamless, high-touch journeys that feel human but run on smart, scalable systems. My unique value? Translating complex business goals into emotional realities, powered by digital innovation and AI tools, and delivered by empowered teams.

I specialize in sectors where the user experience is critical: Luxury, Retail, Hospitality, Health, and Tech. I orchestrate 360° ecosystems and innovative experiences for iconic houses like Boucheron, Chopard, Pierre Hardy, Longchamp, L'Oréal, Accor, and more.

Experience & Innovation: From reimagining the guest flow of a 2-Michelin-star restaurant to launching immersive concepts from scratch (Jayu, 14/20 Gault&Millau).
Digital & AI: Leading digital transformations and facilitating strategic AI workshops to identify high-impact use cases.
My focus: implementing AI where it truly serves the business and employees, ensuring technology amplifies human potential
Leadership & Mentoring: Scaling high-performance creative teams, fostering cultures of psychological safety, rapid iteration, and excellence.
Thought Leadership: Keynote speaker at Grandes Tables du Monde 2024 (*'Make Your Guest Cry'*) on mastering emotional peaks in hospitality.
My obsession: Operational Excellence fueled by Emotion. **My goal: To create efficient, responsible, and genuinely human experiences. No fluff, just tangible impact.**

WORK EXPERIENCE

Co-Founder & Lead Methodologist Niels

Niels - Since February 2024

- *Transforming complex emotional design methodologies into an accessible, AI-assisted SaaS platform. Niels acts as an embedded 'Lead Designer' for organizations lacking in-house expertise, guiding them to orchestrate high-impact guest journeys autonomously.*
- **Built the "Niels" Method:** Created a proprietary Emotional Design framework now scaled via an AI-powered platform, enabling non-experts to orchestrate high-impact guest journeys autonomously.
- **AI-Assisted Strategy:** Developed smart workflows that guide teams through emotional touchpoint mapping and concept iteration, reducing design time by [X]% while increasing emotional resonance.
- **Democratizing Excellence:** Positioned Niels as the "pocket Lead Designer" for scale-ups, bridging the gap between high-level brand strategy and on-the-ground experience delivery.

Design Principal - Europe Middle East South America

Boston Consulting Group - June 2019 to November 2024

- *Leading the Experience & Strategic Design team, delivering high-impact transformations across key sectors including Public Sector, Deep Tech, Finance, and Healthcare. Acted as the bridge between C-suite strategy and human-centric execution for complex, regulated environments.*
- **Orchestrating Complex Journeys:** Redesigned end-to-end service flows for major public institutions and financial entities, transforming rigid regulatory constraints into seamless, accessible, and emotional user experiences.Deep Tech & Beauty Innovation: Reinvented the innovation process for a global Beauty leader, integrating deep-tech capabilities to accelerate concept development and enhance consumer engagement.
- **Social Impact & CSR:** Designed humanitarian digital tools for NGOs and CSR programs, focusing on accessibility for vulnerable populations and driving ethical responsibility through innovative social programs.
- **Team Scaling & Culture:** Grew the local design practice from 2 to 10+ experts, establishing Paris/Casablanca as a key delivery hub. Fostered a culture of psychological safety, mentoring juniors into senior roles (5+ promotions).
- **Change Management:** Guided large organizations through operational shifts, ensuring frontline adoption of new digital tools by aligning internal stakeholders from C-level to operations.

SKILLS

Leadership & Culture

- Creative Team Scaling & Mentoring
- Cross-Functional Leadership (Tech, Ops, Marketing)
- Change Management & Adoption
- Design Operations & Frameworks
- Stakeholder Management (C-Level to Frontline)
- Psychological Safety & High-Performance Culture

Strategy & Experience

- Global Brand & Guest Experience Strategy
- Emotional Customer Journey Orchestration
- Touchpoint Design & Seamless Flow Optimization
- Phygital Ecosystems
- Service Innovation & Concept Development
- Business Model Strategy

Digital, Data & AI

- Digital Transformation Roadmaps
- AI Strategy & Implementation (Workshops, Use Cases)
- Data-Driven Personalization & Clienteling
- Agile Product Management
- Ethical Tech & Digital Responsibility

Languages

- French: Native
- German: Fluent
- English: Fluent

References

Available upon request

Teaching & Speaking

- Keynote Speaker, Grandes Tables du Monde (Brussels, 2024) Topic: "Make Your Guest Cry" – Mastering emotional touchpoints for an elite audience of 2 & 3 Michelin-starred chefs worldwide.
- Guest Lecturer: Science Po, Dauphine & Penninghen (2011-2014)

Head of Brand Experience Planning

Emakina - Since January 2016

- *Leading the strategy for Luxury, Retail, and Beauty clients. Acted as the trusted partner for C-level executives, translating brand heritage into high-performance digital ecosystems and phygital customer journeys.*
- **Luxury Brand Stewardship:** Defined the digital and experiential strategy for iconic houses like Boucheron, Chopard, Pierre Hardy, Remy Martin. ... Ensured every touchpoint—from e-commerce to in-store activation—reflected the brand's emotional codes while driving commercial growth.
- **E-Commerce & Conversion Excellence:** Directed the redesign of flagship luxury e-commerce platforms, for iconic houses like Courrèges, Longchamp, Agnès b., balancing high-end brand storytelling with rigorous UX optimization (mobile-first, social commerce), resulting in increased engagement and conversion rates.
- **Innovation & Design Sprints:** Launched and facilitated strategic innovation workshops (Design Sprints) for executive clients to accelerate product launches, resolve complex blockers, and prototype new customer experiences rapidly.
- **Team Leadership:** Managed and mentored a team of strategists and planners, fostering a culture of creative excellence and client-centricity. Ensured seamless collaboration with creative, tech, and account teams to deliver integrated campaigns.

Head of Digital Strategic Planning

Rosa Paris - HAVAS Group - November 2014 to January 2016

- *Leading the agency's shift towards a digital-first culture, integrating social and digital strategies into traditional creative offerings.*
- **Change Management:** Guided creative teams through digital transformation, organizing training and workshops to break down silos between "traditional" and "digital" teams.
- **Client Leadership:** Led digital strategic planning for major accounts (Thalys, Virgin Mobile, Boulanger), ensuring digital initiatives supported broader brand goals.

Digital Planner & Acting Head of Strategic Planning

5emeGauche - April 2011 to November 2014

- *Stepped up as Acting Head of Department during a key transition period.*
- **Interim Leadership:** Managed a department and a portfolio of global accounts (Bvlgari, Darty, Yves Rocher). Ensured continuity of service and team morale during the transition.
- **Project Delivery:** Led major e-commerce redesigns, coordinating cross-functional teams to meet tight deadlines.

Strategic Planner

Win-Win.com - September 2009 to April 2011

- *Integrated digital and social strategies into live event experiences for premium brands.*
- **Innovation:** Created hybrid experiential concepts for brands like Mercedes-Benz and Nespresso, connecting physical events with digital engagement to extend their impact.

EDUCATION

Product Management

THIGA

Since 2021

Certified Lead Product Manager: mastering advanced product strategy, organizational design, and product-led growth frameworks.

Product Ownership

SCRUM.ORG

Since 2020

PSPOI Certified: Mastering value-driven product management, agile roadmapping, and stakeholder alignment.

Design Thinking

STRATE

Certified "Think Design, From Design Thinking to Design Doing", mastering collaborative methodologies from empathy-based research to rapid prototyping.

Digital Responsibility

Opquast Web Quality certified - 775 - Advanced certification in web quality, accessibility (a11y), eco-design, and digital compliance standards.

Brand Strategy & Webmarketing

SUPDEPUB PARIS

September 2006 to June 2009

Master's degree in Digital Strategy, focusing on brand identity, consumer behavior, and ecosystem architecture

Humanistic Studies

FUSTEL DE COULANGES - STRASBOURG-

September 2004 to June 2006

Intensive elite program focusing on critical analysis, cultural history