

Pascal Perry

University Lecturer // Java Programming at University of Nice Sophia-Antipolis

Nice Area, France, , FR

Head, Online Findability / Enterprise Search Optimization (ESO) / Search Engine Optimization (SEO)

Biography

Seasoned, hands-on Internet Marketing manager specialized in Enterprise Search Optimization (ESO) and Search Engine Optimization (SEO), I build multidisciplinary and multicultural teams to devise and execute initiatives to acquire customers online, and impact bottom line by growing revenue while reducing traditional marketing costs. My full-stack competencies in business, marketing, and computer science fields allow me to implement agile and faster operational approaches beyond mere ESO and SEO projects. Am bilingual English-French, can chitchat in Spanish, and have started learning Chinese and Italian. Well versed in copywriting, communication, and public speaking. Co-founded in 2002 Technology Evaluation Centers (TEC) to help enterprise software buyers lower costs, risks, and time associated with software acquisition by providing them with a decision-support system (DSS) to impartially evaluate, compare, and select software solutions best matching their business, functional, and technical needs. Co-founder in 2003 and president of a non-profit organization managing \$600,000+ annual membership contributions. Member of the U.S. Department of Defense (DoD) Data & Analysis Center for Software (DACS) and the U.S. Defense Acquisition University (DAU) Acquisition Community Connection (ACC). Life-long university student and teacher, am also an avid marathoner, skyrunner, and apneist. EXPERTISE: ? Enterprise Search Optimization (ESO) ? Enterprise Search Platforms (ESP) ? Search-Based Applications (SBA) ? Information Retrieval (IR) & Extraction ? Natural Language Processing (NLP) ? Machine Learning ? Search Engine Optimization (SEO) ? Online Findability (User-centric SEO) ? Online Marketing (Pay-per-Click, Social Media/Influence Marketing) ? Conversion Rate Optimization (A/B testing, multivariate testing, landing and squeeze pages) ? Performance Optimization (application, infrastructure) ? Monetization (Conversion, Lead Generation, Google AdSense) ? Web Analytics

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Airlines/Aviation, Gambling and Casinos, Air Freight/Courier Services, Education/Learning, Travel and Tourism, Computer Software, IT Services/Consulting, Computer Networking, Information Technology and Services, Business Services

Areas of Expertise

Enterprise Search, Natural Language Processing, NLP, Machine Learning, Digital Marketing, Data Science, Text Analysis, Computer Networking, Travel & Tourism Marketing, Search Engine Marketing, Seo - Search Engine Optimization, Search Advertising, Big Data, Nosql

Education

Stanford University

Natural Language Processing (NLP) Linguistics, Information Retrieval, IR

University of Washington

Computer Networks Computer Systems Networking and Telecommunications

Stanford University

Writing in the Sciences Professional, Technical, Business, and Scientific Writing

University of Illinois at Urbana-Champaign

Microeconomics Principles Economics

Google

Mapping with Google Maps and Google Earth Digital Marketing

SAP

OKP SAP NetWeaver Enterprise Search 7.2 (SAP NW ES 7.2) Enterprise Search Platform, ESP, SAP NetWeaver

SAP

Federated Search between SAP NetWeaver Enterprise Search and Microsoft SharePoint with OpenSearch Enterprise Search Platform, ESP, SAP NetWeaver, Microsoft Office SharePoint Server, MOSS, OpenSearch

U.S. Defense Acquisition University (DAU) Acquisition Community Connection (ACC)

U.S. Federal Procurement, Federal Acquisition Regulation, FAR

U.S. Department of Defense (DoD) Data & Analysis Center for Software (DACS)

Software Engineering Software Engineering Body of Knowledge, SEBoK, Software Development Lifecycle, SDLC

Microsoft Learning Center

Microsoft Certified Professional (MCP) Windows Server Network Infrastructure, Internet Numbering, Internet Naming, Domain Name Service, DNS

Conservatoire National des Arts et Métiers

Master of Science in Computer Science, MScCS Computer Science, Computer Systems Integration

Université de Nice-Sophia Antipolis

DUT (2-year technical degree) Computer Science

Microsoft Virtual Academy (MVA)

Top 10 best students in home country / Top 500 best students worldwide Information Technology

Google

Google Trusted Photographer, Google Business Photos Trusted Photographer Photography, Virtual tour, 360-degree photo, Panorama

Google

Google Search Engine Optimization (SEO) Starter Guide Search Engine Optimization, SEO

Google

Google AdWords Qualified Individual Certification Program Google AdWords, Google Search & Display Networks, Search Engine Advertising, SEA, Pay per Click, PPC

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