

Stephane Hamel

Digital Analytics Thought Leader at
St-Pierre, QC, CA

"Data is the raw material of my craft" - Stephane
Hamel

Biography

Stéphane Hamel is a seasoned consultant and distinguished thought leader in the field of digital analytics. Recognized as Google Product Strategy/Expert (2016) and named Most Influential Industry Contributor by the Digital Analytics Association (2012), he has made significant contributions to the industry, including creating the Digital Analytics Maturity Model, the Web Analytics Solution Profiler (WASP) quality assurance tool as well as other tools and concepts throughout the years. Stéphane has previously held a leadership position with award winning Cardinal Path agency, board positions with the DAA and taught hundreds of students enrolled in the UBC Award of Achievement in Digital Analytics and graduate-level marketing classes at Laval University. In addition, Stéphane co-manages the largest Google Analytics user community on Google Plus and serve on a number of advisory boards for agencies, startups and vendors in the digital analytics industry. He is frequently called upon to speak at conferences around the world and an often-quoted media contributor on the topic of digital intelligence and analysis. Stéphane holds an MBA in eBusiness and work from home in a historical heritage area called Île d'Orléans, near Québec-city, Canada.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Internet, Information Technology and Services, Advertising/Marketing

Areas of Expertise

Digital Analytics, Ebusiness Strategies, Web Analytics, Social Media Analytics, Visual Analytics, Speaker, Coaching, Teaching, Organizational Transformation

Affiliations

Digital Analytics Association, IIBA: International Institute of Business Analysis

Sample Talks

Measuring Your Organization's Digital Analytics Maturity

Step back from traditional web analytics tactics and looks at the key drivers of successful analytics practices. From the essence of analytics - driving business success - to the most optimal and realistic approach to digital analytics, Stéphane presents the Online Analytics Maturity Model; a holistic approach being adopted by practitioners, consultants and vendors worldwide as an effective approach to optimizing your online marketing optimization practices.

- eMetrics <http://emetrics.org>

Mythbusting Google Analytics

Market data clearly shows Google Analytics gaining ground everywhere. Why is that? Let's debunk some of the myths surrounding GA and see how great analysts are pushing the envelope to leverage this tool in creative ways. witness the growth of the web analytics market, get inspired, be part of it!

- GAUGE - Google Analytics Users' Great Event NY 2011

<http://gaugecon.com/blog/new-york-2011-keynote-mythbusting-google-analytics/>

- Recording at <http://online-behavior.com/googleanalytics/myths>

Event Appearances

Measuring Your Organization's Web Analytics Maturity

eMetrics Marketing Optimization Summit

AdWords 201, 401

Google Engage

Measuring Your Organisation's Web Analytics Maturity

eMetrics

Keynote: Myth busting Google Analytics

Google Analytics Users' Great Event (GAUGE)

Social Media Analytics, Multichannels and Attribution

Google Engage

Education

Laval University

eBusiness MBA

Accomplishments

Digital Analytics Association - Most influential industry contributor

Named most influential digital analytics industry contributors.

Digital Analytics Association Certified Web Analyst

Web Analytics Association Leadership and Technical Excellence Recognition Award

Google Strategy Expert

Recognized Google Analytics Product Expert and Google Strategy Expert

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