

PAULA WEGIER

Strategic Research & Decision Intelligence

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French & Spanish bilingual | Professional English | Open to international / remote research and strategy work

PROFILE

Strategic researcher and operator with experience across marketplaces, retail, cultural industries, education and audiovisual production. Specialises in ambiguous questions where fragmented market, behavioural and operational signals must be turned into decisions. Has built demand-planning logic, marketplace supply strategies, B2B buyer decision tools, strategic scouting and automation systems across Europe and Latin America. Increasingly uses AI to expand the scale and speed of research while keeping problem framing, verification, interpretation and decision ownership human.

CORE AREAS

Strategic Research | Market & Competitive Intelligence | Demand Intelligence | Foresight & Trend Analysis | Decision Systems | Marketplace Strategy | Ecosystem Mapping | Market Entry | Strategic Scouting | AI-Augmented Research | Multilingual Research | Process Design & Automation

INDEPENDENT RESEARCH

Pulso - Strategic Research & Decision Intelligence

Independent research initiative focused on retail intelligence, market-entry questions and AI-assisted decision systems.

- Developing and testing Category Bet, a structured method for evaluating the commercial potential of retail categories using market signals, qualitative judgement, historical cases and AI-assisted research.
- Designed decision frameworks that separate evidence, hypotheses and judgement, including explicit BUY / TEST / SKIP criteria and documented failure conditions.
- Conducted an exploratory historical backtest of the methodology and documented its limitations, including hindsight risk and the need for prospective validation rather than treating retrospective alignment as proof.
- Building AI-assisted research workflows that increase research breadth and speed while preserving human verification, contextual interpretation and responsibility for the final recommendation.

SELECTED EXPERIENCE

Executive Director - LEVAL

Leading Hunter Douglas distributor in Argentina | National network of 15 franchises | Multichannel project and retail operation | Up to 60 employees

- Designed and implemented an ERP integrated with Hunter Douglas and a demand-planning logic that improved visibility over invoicing, order tracking and margins.
- Digitised logistics through geolocation and workflow tools, improving warehouse efficiency, delivery times and team coordination.
- Managed large-scale tenders across corporate and public-sector projects.
- Secured financing and led a restructuring process that strengthened financial sustainability, resizing the organisation from 60 to 30 employees.

Marketplace Design & Demand Intelligence - EDUCABILIA

Edtech marketplace accelerated by Wayra (Telefónica Open Innovation) | 7,000+ classes | Presence in 10 countries

- Contributed to the initial marketplace architecture and implemented a demand-reading approach using search behaviour and digital trends to guide the creation of higher-adoption courses.
- Developed partnerships with universities and academic institutions and collaborated with technology teams on user experience design.
- Adjusted commercial commission models by prioritising high-traction categories to accelerate marketplace growth.

SELECTED EXPERIENCE - CONTINUED

E-commerce Project Direction & Business Development - PAPETI

B2B cultural retail | Museum stores, bookshops and cultural institutions across Europe

- Designed a B2B ecommerce environment for museum stores, structuring decision-support tools for professional buyers and improving commercial efficiency.
- Developed business in francophone markets and led cultural-product projects for 100+ bookshops, museum stores and institutions including Centre Pompidou, Musée d'Orsay, Opéra Garnier, Musée Olympique de Lausanne and Ville de Bruxelles.

Literary & Content Scout - SOLAB

Strategic editorial and audiovisual scouting

- Produced strategic reports identifying literary works with audiovisual adaptation potential and anticipating narrative trends.

Production Director - PLAYLAB

International audiovisual and creative programmes

- Led the international Creators Lab programme with artists from 40+ countries, in collaboration with Academy Award-winning director Paolo Sorrentino, delivering 50 short films in 15 days in Patagonia, Argentina.
- Reduced costs by approximately USD 90,000 through strategic partnerships and by redesigning production workflows with automation and databases.

EDUCATION

Master in Cultural Project Management - Groupe EAC, Paris

Bachelor in Cultural Management - Sorbonne Nouvelle, Paris

France Excellence Major Scholar - AEFÉ

LANGUAGES

French - bilingual | Spanish - bilingual | English - professional

RESEARCH METHODS & WORKING STYLE

Deep desk research | Evidence synthesis | Comparative analysis | Pattern detection | Strategic writing | Structured decision frameworks | AI-assisted research workflows | Database and workflow design | Cross-market / multilingual research

PROFESSIONAL FOCUS

Defined research missions | Market-entry briefs | Opportunity assessments | Benchmarking | Ecosystem maps | Decision memos | Foresight | Human-in-the-loop research and evaluation