



## IT & Digital Business Designer


Leverage digital to assist individuals & enterprises in their development

Now every company is a software company. I rely on design thinking to improve the enterprise's attractiveness (eventually App is the business, I empower the value proposition with digital), differentiation (leverage digital to build an enchanting customer experience measured with data & analytics) and competitiveness (infuse digital in the way we work, with hybrid cloud, digital workplace and mobility). I co-design with a holistic approach and execute with a great care to users/clients experience.

### IT & DIGITAL BUSINESS CONSULTANT (since 2012)

 SAVOIR-FAIRE & Cie (since 2012) – Digital Transformation / IT & Apps Evolution Management

Optimize human and IT resources, design new “go-to-market” strategies to drive business results progress. Organize business velocity improvement, by leveraging agile IT infrastructure and DevOps culture. Drive the evolution of IT as an innovation driver, with industry 4.0, blockchain, IoT, AI.

 INNO CHERCHE (since 2013) – Ambassador-Speaker, Blockchain ThinkTank co-founder

Speaker on Design Thinking, digital workplace, digital enterprise tools, methods and transformation.



GROUPE LA POSTE (2014-2016) – Director, Digital Trust  
250,000 employees/40 countries/22b€ – French Postal Service – Digital Branch

Ecosystem and platform strategy specification, business model pivot, digital culture development.

### STRATEGIST - BUSINESS DEVELOPER (1999-2012)



ADOBE (2008-2012) – Director, Strategic Alliances Europe  
9,000 employees/39 countries/\$4.2b – 10<sup>th</sup> Largest Software Provider – Digital Media & Digital Marketing

Create corporate alliances in Europe with key partners/customers (BBC, Bertelsmann, Publicis Groupe), drive their adoption of Adobe Internet technologies for core/new video content distribution activities.



NDS-NEWSCORP (CISCO) (2004-2007) – VP Consumer Electronics, VP Software Marketing & Strategy  
6,000 employees/13 countries/\$660m – Digital Television & Media

Re-build and lead marketing, create a retail consumer electronics product, manage business relationships.

 GEMALTO (1999-2004) – Telecom Business Development Director, VP Telecom Strategy  
8,000 employees/43 countries/\$1b – Mobile Telecoms & Security


Ignite global business development activity. Orchestrate all actions to create a SIM centered set of mobile Internet services and eco-system (payment, mobile commerce, authentication, trust), with major Telcos.

### MARKETING TECHNICAL EXPERT (1987-1998)



APPLE (1990-1998) – System Engineer, Head of Consulting, Director Business Development  
14,000 employees/60 countries/\$8b – Enterprise IT & Media Production & Distribution IT

Drive the press industry adoption of Apple publishing production platform in Europe. Manage corporate relationship with professional unions at global level. Recurrent lecturer and evangelist in Europe /MEA.

 ATOS (1987-1989) – Head of Pres-Sales Technical Activities  
2,500 employees/6 countries/\$500m – System Integrator & inter-banking operator

Secure a 1m€ transformation contract with Caisse des Dépôts in 5 days, manage implementation.

## EDUCATION

---

EXECUTIVE – INSEAD 2004: Telecom Strategy & Marketing programme – STANFORD BUSINESS SCHOOL 2001: Reinventures programme – LONDON BUSINESS SCHOOL 1995: Apple sales & marketing programme.

SCHOLAR – PARIS XIII UNIVERSITY: Computer Science.

English & French: Full professional proficiency

## COMPETENCIES

---

PLAN & EXECUTE – In B2B & B2B2C Markets, manage all aspects of ambitious projects: context and eco-system analysis, business model design and optimization, strategy definition, optimal resources identification, mobilization and alignment, agile project management.

- 12% of UK Internet traffic daily: orchestration & deployment of BBC iPlayer catch-up TV video service [Adobe]
- RTL-M6 outperform its #1 competitor in 1 year + drive group wide adoption of Adobe technologies [Adobe]
- Win and manage European Commission Project T2R (with Orange, Vodafone, RBS, HSBC): 600K€ [Gemalto]

ORGANIZE – Build teams and lead staff. Direct and transversal management in multi-cultural environment. Confirmed operational international (Europe, USA, China, ME) sales, marketing, consulting, business development & strategy experiences in the digital economy (media, mobile, Internet, social business)

- Establish CxO level relationship with European Digital Agencies, Broadcasters and Publishers [Adobe]
- Re-build marketing group, deliver marketing fundamentals (sales tools, exhibitions presence) [Newscorp]
- Build business development activities and ignite a new mobile telecom strategy [Gemalto]

DEVELOP – Sell & implement complex Digital solutions. Drive the agile Digital transformation of organizations, to win and benefit from the 21<sup>st</sup> Century market opportunities, resulting from massive adoption of mobile/cloud/social media, in an increasing global competition context.

- Grow from 0 to 90% market share in Publishing by driving Digital production acceptance by French Union (CGT du Livre), generating massive business in Publishing in France, then Europe and Middle-East, growing [Apple]
- Build CxO level strategic relationship with Nokia + Extend partnerships with Orange & Vodafone around a new role for the SIM card in the Mobile Internet services ecosystem [Gemalto]

PRODUCE & PRESENT – Evangelize, produce events and present. Define and organize new offers, new ways of managing business and human interactions, by leveraging digital and social technologies.

- Steve Job's Keynote in Paris Apple Expo '98 production [Apple]
- Electronic-Forum Media event with French Government and Apple's C.E.O. [Apple]
- World wide developers conference general keynote / Regional developers conferences [Gemalto / Apple]

## PERSONALITY & PROFILE

---

Impactful thought leader and influencer – Entrepreneur, builder, taking a positive can-do approach to challenge and overcome internal and external obstacles, always finding ways to make ambitious things happen, convince clients (internal & external) to adopt digital platforms, and maximize their satisfaction.

Hybrid profile: Technology & Business – 100% Digital experience in mixing information technologies with economical development jobs: head of sales, consulting, business development, strategy, alliances & partnerships.

Interests: human interactions, family, perpetual progress, modern lifestyle, movies, music, outdoor activities.