



IT & Digital Business Designer

Leverage digital to assist individuals & enterprises in their development

Now every company is a software company. I leverage **design thinking** and **service design** 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). Holistic approach to UX Design.

IT & DIGITAL BUSINESS CONSULTANT (since 2012)



IN Groupe (since 2019) – Driving Digital Transformation as Service Business Unit Product & Marketing Director

Transforming the organization's value proposition, design of a Mobile Digital Factory. Pivoting business model, driving the transformation to develop brand new know-how. Ignition of a Digital culture (DevOps + Mobile).



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, a business facilitator, with industry 4.0, blockchain, IoT, AI. Addressing multiple sectors: High-Tech, Telecom, Media, Service, Industry, Finance.



INNOCHERCHE (since 2013) – Ambassador-Speaker, Blockchain ThinkTank co-animator



Speaker and facilitator of Design Thinking, digital workplace, digital enterprise tools and transformation. **TEDx** Issy Les Moulineaux and **TEDx Kids** Issy Les Moulineaux events technical producer.



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 – 10th 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 centred 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.

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€ [Gematlo]

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 [Gematlo]

DEVELOP – Sell & implement complex Digital solutions. Drive the agile Digital transformation of organizations, to win and benefit from the 21st 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 [Gematlo]

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 [Gematlo / 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.