

Didier DROBECQ

DIGITAL & AI TRANSFORMATION

25 years as a manager and strategic leader of IT, Digital & Data teams, fostering agility and innovation for enterprise-wide transformations aimed at developing business and skills

CONTACT DETAILS

+33 6 84 70 42 72

didier@drobecq.fr

Boulogne-Billancourt

SKILLS

- IT Leadership
- Digital Transformation
- AI Transformation
- IT Strategic Blueprint
- IT & Business Alignment
- Data Governance
- AI Governance
- Leadership
- Mentoring & Coaching
- Talent Development
- Project Direction

PROFESSIONAL EXPERIENCES

Bouygues Telecom - Meudon *since 2023*

Director of IT Data & AI / Chief AI Officer - 135 people

- Management and strategy of a key IT department (budget €15M)
- Definition and deployment of Data, AI, Cloud and Green IT strategies across the company
- Lead of a 3-year Cloud Data migration project: migrated ~70TB of data, streamlined the tech stack, and generated €1.5M in annual savings.Governance AI as AI Officer
- Lead of the AI transformation by establishing an AI Factory: deployed 1,000+ AI agents and trained 3,500+ employees.
- Democratized data access through AI for 3,000+ users across 15 different business units.

Bouygues Telecom - Meudon *2013 - 2022*

Head of Digital IT - 120 people

- Strategic and operational management of the digital IT transformation (budget €17M)
- Leading an Agile organization with feature teams, strengthening IT-Business synergy
- Design and accelerated deployment (5 months) of a major omnichannel CRM solution based on Salesforce, impacting 8k advisors, 3.5k sales and telesales agents
- Launch and ongoing development of the Mobile Customer Area application (iOS & Android)
- Deployment of strategic omnichannel sales journeys (web/telemarketer, retail)
- Establishment of an expert training program to attract and develop talent across the company

Française des Jeux - Boulogne-Billancourt *2008 - 2013*

Director of Digital Projects

- Leading the Agile transformation and strategic realignment of the IT-Business relationship
- Transformation of the Internet platform in a context of opening up to competition
- Launch of innovative digital products in the gaming world (Bingo Live!, ParionsWeb including live betting and e-commerce)
- Definition and implementation of an indirect distribution strategy through the negotiation of key partnerships (Orange, SFR, TF1)

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LANGUAGES

- French
- English

HOBBIES

- Passion for immersive travel
- Telemaque Tutor (equal opportunity mentoring)
- Coding perso et pro bono

PROFESSIONAL EXPERIENCES

StratX - Paris *2005 - 2008*

Project Manager – Head of R&D

- Management of an R&D activity focused on the design and implementation of digital solutions (simulations, serious games) for major international clients (L'Oréal, General Motors, PPR, Grupo Modelo)
- Managing a global B2B, B2C, and B2B2C licensing business (~3000 partner establishments)

Accor Edenred - Paris *2000 - 2005*

Internet Projects Director - 50 people

- Responsibility for a significant development team (budget €5.8M)
- Design and deployment of international e-business and CRM solutions covering 12 countries
- Contribution to IT audits within the framework of strategic acquisitions by the Accor Group

Vocatex - Paris *1997 - 2000*

Technical Manager - 10 people

- Head of a development team
- Co-founder of Western Telecom (local loop operator)

EDUCATION

Innovation for Growth 2017
EM Lyon

Computer Science Engineer 1996
EFREI - Paris

Baccalauréat série C 1991
Groupe Scolaire Privé L'Espérance - Aulnay-sous-Bois