Beat: Business

EXECUTIVE DIGITAL SUMMIT 2016 in PARIS in June 2016

Salons de l Aero club de PARIS

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USPA NEWS - An excellent Conference was given in Paris at 'Les Salons de l'Aéro-Club de France', June 3, 2016, titled 'Executive Digital Summit 2016'. The theme was about how to dynamize the company without dynamiting the actual existing...

An excellent Conference was given in Paris at 'Les Salons de l'Aéro-Club de France', June 3, 2016, titled 'Executive Digital Summit 2016'. The theme was about how to dynamize the company without dynamiting the actual existing.

Eight (8) interventions were highlighted with the moderatoring by turn of Laurent Guez and Florien Dèbes from Les Echos and Didier Krainc from IDC France.

- First Issue :Taking advantage from markets revitalized by digital : fields where nothing is anymore like before. The fields being Health, Publicity, Gaming, automotive industry.

The speakers were : Xavier Hürstel (CEO PMU) and Jean-Pierre Remy (CEO SoLoCal Group)

- Second Issue : To keep leadership : neither a choice nor an option.

The Speaker was : Pierre Ruhlmann (Director of Particulars and asset management Department on HSBC-France)

- Third Issue : To erase the digital complexity : agility, simplicity, safety.

The Speaker was : Marc Genevois (CEO SAP-France)

- Fourth Issue : Test & Learn

The Speaker was : Salime Nassur (Head of EMA Marketing of GOOGLE FOR WORK)

- Fifth Issue : Open Innovation to recreate its business model

The Speaker were : Philippe Courqueux (DSI, Groupe CORA and Administrateur of CIGREF, Frédéric Gimenez (DSI Total Group), Laurent Kennel (CEO of E-CAB) and Béatrice Collot (Director of Trade & Factoring Department of HSBC-France- Her testimony was given on video).

- Sixth Issue : Customer and Employee Experience

The Speakers were : Olivier Arnoux (SVP Experience Customer, AccorHotels), Olivier Cavrel (Country Manager France of COGNIZANT) and Nicolas Petroussenko (Commercial Director, ServiceNow (Testimony on video)

- Seventh Issue : To put the company in order to work for a real business transformation

The Speakers were : Alexis Gaches (Digital Strategy Advisor of CA Technologies), Bénédicte Javelot (Director of the Group Strategy of ORANGE), Yves Le Gelard (CEO ENGIE), Suzanne Julien (Senior Finance France, ORACLE (Testimony on video)

- Eighth Issue : Can we talk about a real leadership of the French Ecosystem ?

The Speakers were : Thierry Petit (Co-Founder & CEO of SHOWROOMPRIVE.COM), Lubmira Rochet (Chief Digital Officer of GROUPE L'OREAL) and Didier Rappaport (Co Founder & CEO of HAPPN)

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