



Adoum DJIBRINE-PETERMAN

## Founder | Strategic Architect of Scalable Cultural & Experiential Ecosystems

📍 France

✉ adjibpeter@gmail.com



Founder and Strategic Architect of Scalable Cultural & Experiential Ecosystems, my work sits at the intersection of audiovisual creation, innovation, and business model development.

I design and structure high-impact projects, drawing on a career built across Africa and Europe, within multicultural and fast-evolving environments.

I began my career in air transport and logistics with Air France in Africa (Chad, Côte d'Ivoire), before quickly transitioning toward entrepreneurship and the creative industries.

In 2003, I launched Reality Mag, a pioneering audiovisual project well ahead of the rise of digital platforms such as YouTube. The project achieved Gold DVD certification, leaving a lasting mark on urban culture and anticipating major shifts in content production and distribution.

I later contributed to the introduction and adoption of Tilos (Time and Location System) in France, supporting its deployment among leading organizations such as SNCF, Bouygues, Vinci, and Alstom. Today, Tilos remains a benchmark solution in linear project management, demonstrating the long-term relevance of the strategic frameworks implemented at the time.

In the audiovisual sector, I contributed to structuring the company De l'Autre Côté du Périph', helping lay the foundations for successful productions, including the film L'Ascension, which achieved over one million admissions in theaters. This experience strengthened my understanding of production, financing, and distribution dynamics.

In parallel, I was among the early contributors to promoting entrepreneurship among underrepresented communities through La Nouvelle PME. I supported initiatives aimed at highlighting entrepreneurs from visible minorities, co-developed strategic programs such as the "Jeudis de la Stratégie" alongside Xavier Fontanet, and contributed to reflections that helped shape public mechanisms such as the "emplois francs" initiative.

Committed to impact-driven projects, I also founded Chibina, an initiative dedicated to promoting spirulina as a strategic resource for sustainable development in Chad.

Consumed for generations by the Kanem populations under the name dihé, spirulina is deeply rooted in local cultural and nutritional traditions.

Through Chibina, our work focused on promotion, education, and the contemporary valorization of this resource. We notably financed the creation of a pedagogical cultivation basin within the CNAR (National Center for Research Support). A collaboration agreement with the FAO further recognized and legitimized this initiative.

Driven by a commitment to knowledge transmission and innovation, I have led educational and cultural programs such as Dans Mon Hall, supported by several foundations and culminating in a festival at the Paris City Hall. Within ADN Production, I also developed media education and audiovisual training programs, including Média-Voix, designed to support young people with specific challenges and empower them through creative expression.

More recently, I have explored the impact of digital transformation and artificial intelligence within the creative industries, notably through a masterclass delivered at the Africa Pavilion of the Festival de Cannes 2024.

Today, I am developing projects at the intersection of creation, innovation, and investment, including:

- a creative talent incubator in Africa
- an entrepreneurial investment fund based in Amiens

I believe that cultural and creative industries are at the core of today's economic transformations, and that structuring them into scalable ecosystems is a key driver for sustainable, inclusive, and high-impact growth.

## EXPERIENCES

### In charge of the study of innovations, skills and initial and continuing training offers



CST (Commission Supérieure Technique de l'Image et du Son) - 2024 to 2025 - Paris

The aim of this role is to play an active part in the digital transformation and development of the industry, while enhancing the skills and professional practices of technicians through appropriate and relevant training.

Responsible for :

- > monitoring and innovation of software tools and new uses
- > Operational practices and training
- > Integration of new recruits, CSR
- > Development of soft skills and promotion of well-being at work
- > Issue 4: My cinema family

As a mission head in team DIACTIS, I study innovations, the skills of tomorrow and initial and continuing training opportunities. My role includes monitoring operational practices, innovating software tools and new uses in production, as well as analysing the integration of new talent, while promoting diversity and social responsibility in the industry.

With the project team, I monitor innovative software tools and services, define the skills needed, and analyse the development of production teams. We also keep a close eye on educational issues, so as to adapt the training on offer to the needs of the industry. I work with Barthélémy Martinon's team as a referent for the Ma Famille cinéma issue, an initiative aimed at assessing the film ecosystem for the consolidation of professional networks, mentoring and benevolent leadership.

My commitment is to analyse the issues surrounding innovation, diversity and well-being at work, in order to contribute to an environment conducive to excellence and personal fulfilment. As a project manager for DIACTIS, I study innovations, the skills of tomorrow and initial and continuing training offers.

My role includes monitoring operational practices, innovating software tools and new uses in production, as well as analysing the integration of new talent, while promoting diversity and social responsibility in the industry.

With the project team leader, I monitor innovative software tools and services, define the skills needed, and analyse the development of production teams. We also keep a close eye on educational issues, so as to adapt the training on offer to the needs of the industry.

### Active Member - Production and Filmmaking Department



CST (Commission Supérieure Technique de l'Image et du Son) - Since 2024

The Production and Direction department brings together professionals involved in the organisation of filming. Working groups in this department monitor practical, human and financial developments in the production of a film.

## SKILLS

### Management of Innovation and Innovative Design (MICI)

- ▶ Innovative production ★★★★★
- ▶ Innovative design ★★★★★
- ▶ Cinetourism ★★★★★
- ▶ Leading innovation teams ★★★★★
- ▶ CK Theory (Concept Knowledge) ★★★★★
- ▶ STEAM Education ★★★★★
- ▶ Frugal innovation ★★★★★
- ▶ Reverse Innovation ★★★★★
- ▶ Lean Innovation ★★★★★

### Operational Management

- ▶ Project development and management ★★★★★
- ▶ Network development and animation ★★★★★
- ▶ Business Development ★★★★★
- ▶ Benchmarking ★★★★★
- ▶ Business Strategy ★★★★★
- ▶ Organizational management ★★★★★

### Lean Management

- ▶ Motivational management ★★★★★
- ▶ Jugaad Management ★★★★★
- ▶ Collaborative management ★★★★★
- ▶ Lean Management ★★★★★
- ▶ Design Thinking ★★★★★

### Organizational creativity

- ▶ Project management ★★★★★
- ▶ Litigation & conflict management ★★★★★
- ▶ Service restructuring ★★★★★
- ▶ Project management: Scheduling, Planning and Control (OPC) ★★★★★
- ▶ Coordination of internal and external stakeholders ★★★★★

### Human resources management

- ▶ Team management ★★★★★
- ▶ Provisional Management of Jobs and Skills (GPEC) ★★★★★
- ▶ Skill development ★★★★★
- ▶ Recruitment, training ★★★★★
- ▶ Development strategy ★★★★★
- ▶ Skills assessment ★★★★★

### Project management

- ▶ GANTT ★★★★★
- ▶ Kanban ★★★★★
- ▶ Mindmapping ★★★★★

## Masterclass "Transformation Digitale et Intelligence Artificielle dans le 7ème Art"

Pavillon Afrique - 2024

Animation of the Cinema Masterclass: "Digital Transformation and Artificial Intelligence in the 7th Art Industry"

I had the honor of leading the Cinema Masterclass entitled "Digital Transformation and Artificial Intelligence in the 7th Art Industry". This 2 hour and 30 minute session, broadcast live, allowed participants to familiarize themselves with technological advances and current trends in the film industry, particularly those related to AI and digital transformation.

- > Innovation and Creativity: Presentation of new creative methods and narrative processes redefined by AI.
- > User Experience and Engagement: Explanation of digital technologies that transform the spectator experience, with a focus on personalized recommendations by AI.
- > Production and Distribution: Illustration of the use of AI-based tools to optimize the production, post-production and distribution of films.
- > Ethics and Creativity: Animation of discussions on the ethical issues associated with the integration of AI in cinematographic creation, reconciling innovation and respect for cultural diversity.
- > Collaboration and Convergence: Highlighting synergies between the film industry and immersive technologies, such as virtual and augmented reality and the metaverse.
- > Opportunities for Africa: Exploration of potentials and promising initiatives for African cinema in the context of digital innovation and AI.

As facilitator of this masterclass, I not only shared my knowledge and expertise, but also facilitated enriching exchanges between participants, thus contributing to their understanding of the impacts of digital transformation and AI about the film industry. This experience strengthened my ability to lead discussions on complex topics and inspire innovation in filmmaking.

## Writer and director "Convergences Libératrices: Histoires Oubliées de Héros Méconnus"

21ème Production - Since 2023 - France

"Convergences Libératrices: Histoires Oubliées de Héros Méconnus" (Liberating Convergences: Forgotten Stories of Unsung Heroes): This film project sheds light on a little-known but crucial story: that of the African soldiers, the Brazzaville Manifesto and the Resistance fighters of Northern France during the Second World War. Through archive footage, animations and personal accounts, we reveal their courage and sacrifice, often passed over in silence. "Convergences Libératrices" celebrates their contribution to the struggle for freedom and human dignity, and honors the "Koufra Oath".

## Writer and director "Chibina, la Spiruline dans tous ses états"

21ème Production - Since 2023 - France

"Chibina, la Spiruline dans tous ses états : Un Voyage Transmédia vers la Vie Microscopique" : Plunging into the fascinating world of spirulina, a micro-algae with exceptional virtues, this bold transmedia project features an immersive cinematic film, fun exhibitions, interactive books and much more. Guided by Dr. Jean-Louis Vidalo, we explore spirulina in all its facets, transforming its history into an artistic and educational experience.



## Computer science

- ▶ Movinmotion (Collaborative management of intermittent recruitments) ★★★★★
- ▶ Good computer practice (Word, Excel, Powerpoint) ★★★★★
- ▶ Sabre ★★☆☆☆
- ▶ IGA Voyage ★★★★★

## INTERESTS

### Prizes and trophies

- ▶ Plaine Commune Initiative Winner - PHI Image Honor Loan (Class of 2019)
- ▶ Economic Hope Award - Young Talent category (Paris Chamber of Commerce / General Council of Seine-Saint-Denis) (2009)
- ▶ Entreprendre 93 winner (class of 2009)
- ▶ Montreuil Nursery Winner (Class of 2008)
- ▶ Initiative 93 winner (Class of 2008)
- ▶ Advancia CCIP Incubator Winner (Class of 2006)

### Literature

- ▶ Novel, science fiction, history
- ▶ Business Management & Strategy
- ▶ Personal development & coaching

### Voyages

- ▶ Afrique (Tchad, Congo, Cameroun, Sénégal, Côte d'Ivoire, Gabon, Djibouti, Tunisie, Bénin, Ghana, Burkina Faso, Gambie, Maroc, Eswatini, Afrique du Sud, Bénin)
- ▶ USA (San Francisco, Boston, Baltimore, New-York, Washington, Philadelphie, Cape Cod, Newport)
- ▶ Autres (Italie, Turquie, Suisse, Luxembourg, Belgique, UK, Allemagne, Turquie, Espagne, Vietnam, Cambodge, Grèce)

## Membre Titulaire

CREFOP Hauts-de-France - Since 2023



CREFOP (Comité Régional de l'Emploi, de la Formation et de l'Orientation Professionnelles) is the coordinating body for vocational guidance, training and employment policies in the Hauts-de-France region.

## Producer

21ÈME PRODUCTION - Since 2018



### ▸ Production Strategy and Support

- > **Production strategy:** From script to screen.
- > **Support for producers:** Film and audiovisual.
- > **Exchanges with authors:** Screenwriters and directors.
- > **Script reading:** Evaluation and feedback.
- > **Recruiting teams :** Technical and artistic.
- > **Production:** Films, documentaries and shorts.
- > **Negotiating with co-productions:** Partnerships and funding.
- > **Assistance and support for productions:** Logistics and coordination.
- > **Executive production:** Project supervision.
- > **Coordination of transport and filming trips:** Captain Transport.
- > **Cinetourism expertise:** Promotion of local assets.

History and vision Since it was founded in 1997, 21ème Production has specialised in quality short films, particularly comedies, a genre that was not widely represented in short films at the time. In 2021, the company is asserting itself as avant-garde, integrating innovation and new writing for greater audience immersion. It will be focusing on genre films, animation, documentaries and docu-fiction, as well as urban culture, transmedia, multiculturalism, inclusion, sustainability and international co-productions.

- <https://www.unifrance.org/annuaires/societe/305550/21eme-production>

## Member of the Board of Directors, President of the Innovation and Prospective Commission



AFP (Association Française des Producteurs de Films) - Since 2022 - Paris

## Consultant in Innovative Production, Skills Development and Digital Transformation of CCIs



Didaxis Technologies - Since January 2016 - Paris - France

- Strategic Advisor – Innovation, Skills Development & Digital Transformation (CCI)
- Didaxis Technologies — Paris | Since 2016
- I support the design, structuring and scaling of innovative projects within the Cultural and Creative Industries (CCI), working with entrepreneurs, startups and ecosystem stakeholders from concept to proof of concept (POC).
- Strategic Project Design & Innovation Frameworks
- Design and implementation of innovation and experimentation processes
- Structuring of project development pathways for entrepreneurs and creators
- Needs analysis, solution design, feasibility validation and performance metrics definition
- Coordination of ecosystem-level strategic projects
- Ecosystem Development & Network Activation

- Development and activation of regional, national and international partner networks
- Identification and support of innovative individual and collaborative projects
- Design and facilitation of high-level events (conferences, workshops, roundtables)
- Talent Development & Atypical Profiles Support
- Delivery of professional skills assessments (end-to-end process)
- Support for atypical profiles and underrepresented talents through coaching and workshops
- Innovative Production & Cine-Tourism Strategy
- Advisory in innovative and frugal audiovisual production models
- Development of cine-tourism strategies and territorial value creation through content
- Partner sourcing, negotiation and strategic alignment
- Empowerment of African Creative Ecosystems
- Support and international positioning of African creative talents
- Promotion of innovation-driven approaches to strengthen global competitiveness

## Member



### AENA (Association des Entreprises du Numérique pour l'Audiovisuel) - 2016 to 2023 - Paris - France

Our involvement in the challenges and dynamics of AENA (Association des Entreprises du Numérique pour l'Audiovisuel) is a source of pride, reflecting our commitment to supporting this innovative organization of start-ups in the audiovisual and film sectors. From the outset, a significant contribution has been made by helping to initiate the association and set up its three main missions: identifying high value-added initiatives, supporting start-ups with tools and networks, and promoting promising innovations. In addition, the association played a key role in drawing up the white paper on Audiovisual Production 2.0. This document explores new approaches and technologies in modern audiovisual production, offering valuable recommendations to industry professionals. Our commitment to AENA and to the drafting of this white paper reflects our desire to support innovation and strengthen the industry's competitiveness in the digital age.

## Trainer



### SUPDEPROD - March 2023 to 2023

Sup de Prod, a school specializing in audiovisual production, offers M1 and M2 courses under professionalization contracts.

## Speaker, co-designer



### CNAM (Conservatoire National des Arts et Métiers) - Since January 2023 - Paris

- Innovation ecosystems for the creative economy". Découvrez une approche innovante - le Art Thinking - pour dynamiser le management de l'innovation dans vos organisations, privées ou publiques, de nombreux intervenants de qualité et des lieux inspirants et innovants. Fil rouge : Cinéma et Musique !
- <https://formation.cnam.fr/rechercher-par-discipline/innovation-ecosystems-for-the-creative-economy-art-creativite-et-innovation-1338287.kjsp>

## Member of the Technical, Research and Innovation Commission

FICAM (Fédération des industries du cinéma, de l'audiovisuel et du multimédia) - 2017 to 2022 - Paris - France

Ficam's Innovation Research and Technical Commission regularly brings together the technical and development directors of member companies to promote the know-how of emerging companies, keep a technology watch and inform on specific advances, the technical specifications of deliverables and the evolution of cinema projection standards. Every month, it organizes a plenary meeting with around thirty participants, including members, experts in new technologies, equipment manufacturers, software publishers, television technical directors and CST representatives. Working groups also meet to define joint actions, such as best practice guides and information sessions on technological change.

### Trainer

Lappeenranta University of Technology - March 2022 to April 2022 - Lappeenranta - Finland



Audiovisual and film production training for students in sustainable innovation.

### Trainer

SUPDEPROD - March 2022 to April 2022 - Paris - France



- ▶ Sup de Prod, school of audiovisual production trades, offers training in Master 1 and Master 2, under professionalization contract.
- ▶ "Shooting and logistics of a fiction" Shooting workshops in France and abroad.
- ▶ Class SDP3

### Founder

CINETRAVEL - 2019 to 2022



- ▶ Travel agency specializing in cinema, audiovisual and events
- ▶ Vehicle rental
- ▶ Accommodation
- ▶ Travel management for film crews.
- ▶ Travel management
- ▶ Expertise in cinetourism

### Founder

CINESTAF - Since 2016



- ▶ Cinestaf makes the daily lives of producers easier with resilient solutions that adapt to the challenges of filming and events.  
Cinestaf accompanies and supports productions to optimize the management of their projects:- by offering services in executive productions,
  - ▶ by taking care of the Travel & Equipment transport position thanks to our travel agency CinéTravel,
  - ▶ by managing the rental of filming locations & operating management, by training the technical teams.We identify quality partners whose services or products we adapt to the audiovisual and cinematographic markets.  
With its partners, Cinestaf is also at the origin of Cinécowork, the 1st digital and collaborative Workplace, dedicated to professionals in the Cinema, Audiovisual and event sectors.[www.cinestaf.com](http://www.cinestaf.com)  
Our watchwords are: Innovation & Eco-efficiency  
Member of: AENA (Association of Digital Companies for Audiovisual) and FICAM (Federation of Cinema, Audiovisual and Multimedia Industries).

- ▶ Logistics Facilitator
- ▶ Marketing and sales strategy
- ▶ Project development
- ▶ Project management
- ▶ Development strategy
- ▶ Partnership negotiation

## Orientation assessment and skills assessment consultant



### CEFPP (Centre Européen de Formation à la Production de Films) - 2020 to 2021 - Paris

- ▶ Association created on the initiative of a union of independent film producers, the French Association of Film Producers (AFPF), the European Center for Training in Film Production (CEFPP) is the first French professional training organization specializing in film production. Since 1992, it has organized courses for professionals supported by the Performance Insurance Training Fund (AFDAS). More than 5,000 film professionals, entertainment workers or permanent employees of production and distribution companies have so far taken part in these training sessions. The courses are led by more than 400 working professionals.
- ▶ Orientation report for apprentices (20 interviews conducted).
- ▶ Coaching of apprentices (20 interviews conducted)
- ▶ Profile 2 test and report

## Trainer and innovation speaker



### Sup de Prod - 2020 to 2021 - Paris

- ▶ Sup de Prod, school of audiovisual production trades, offers training in M1 and M2, under professionalization contract.
- ▶ Training "Producing tomorrow"  
Prospective approach to audiovisual production in the era of new technologies.
- ▶ Jury master audiovisual productions, cinema and multimedia
- ▶ Lean innovation and digital transformation specialization applied to the audiovisual and cinema professions.

## Co-founder



### KELOUSCOP ENTERTAINMENT - March 2021 to August 2021 - Paris - France

- ▶ We are a Cultural and Creative Startup that promotes culture in Africa, and more specifically in Chad, thanks to the know-how and talents of women and young people.

We offer infotainment media, training, events, and we support, among other things, female talent...

In an inclusive and ethical approach, Kelouscop Entertainment is "THE" cultural partner of those who wish to contribute to the influence of their continent.

Chadians united in the "Kitchi Attitude"

Convinced that "the culture of the possible is a strength", KelouScop Entertainment is the story of 2 Chadian-French entrepreneurs, who decided together to promote the richness and diversity of African culture.

Thus, Aché Ahmat Moustapha, his partner Adoum Djirbine-Peterman and their teams are determined to promote women and young people.

- ▶ KelouScop Entertainment offers infotainment media through its webTV, webRadio and online newspaper.

- ▶ Because we are convinced that learning in the field leads to the successful professionals of tomorrow, we offer training adapted to the artistic, cultural and creative professions.

## Founder

**Cinécowork - June 2020 to July 2021**



- ▶ Created by Cinestaf, Cinécowork is the 1st collaborative and mutual support Workplace for Cinema, Audiovisual and event professionals.

More than an innovative movement, Cinécowork is an identity commitment in which the human being is at the heart of the exchanges.

Thanks to a collaborative work platform, dedicated to the sector, the Cinécoworkers share, exchange, pool their information and their projects. Mutual assistance between members makes it possible to simplify filming collaborations, while adopting an eco-responsible and resilient approach.

- ▶ Adaptation of use to the technical constraints set by the publisher of the chosen technology.
- ▶ Creation of the business model
- ▶ Communication and promotion
- ▶ Identification of suitable features
- ▶ Promotion of the technical response to users
- ▶ User training
- ▶ Partnership negotiation
- ▶ Creation of the graphic charter
- ▶ Marketing and sales strategy
- ▶ Adaptation to the constraints of COVID with a solution proposed by Interstis for new forms of telework collaboration.

## Disruptor co-host,

**"Boss, Basanés, Bizzares" - Since 2018**

- ▶ Entrepreneurial podcast "Boss, Basanés, Bizzares" with Albert "Ménélik" Tjamag
- ▶ Offbeat and inciting podcast dedicated to entrepreneurship, **Albert MENELIK TJAMAG** and **Adoum DJIBRINE-PETERMAN** take the gamble of waking up the gauntlet of entrepreneurs who ignore each other.

## Research and Partnerships Officer

**CEFPF (Centre Européen de Formation à la Production de Films) - 2016 to 2017 - Paris**



Within this institution, I was responsible for several key missions:

- > Accompanying and guiding trainees: I conducted 730 personalised interviews to advise and guide candidates towards film-related careers suited to their skills, thereby promoting their professional integration.
- > Development of strategic partnerships: I have identified and negotiated collaborations with potential partners, enriching the range of training offered by the CEFPF.
- > Educational innovation: I created the "Specialised Assistant Transport Manager" course, in response to a growing and specific demand in the sector, offering a unique opportunity for specialisation.
- > Organisation of professional events: I have managed and actively participated in well-known trade fairs such as Studyrama, the Salon de l'Étudiant and the Salon des Tournages, to promote the CEFPF's training courses and establish connections with other industry professionals.

## Associate Producer, Director of Operations, Production Director, Location Manager



DACP - De l'Autre Côté du Périph' - January 2010 to May 2021 - Saint-Denis - France

- ▶ Created by Laurence Lascary, the audiovisual and cinematographic production company De l'Autre Côté du Périph' (DACP) thanks to its expertise in meaningful films, DACP brings to institutional films or corporate reports a relevant and committed vision.

"L'ASCENSION" - Ludovic Bernard's first film with Ahmed Sylla (also his first film). The film won the two most coveted prizes at the Alpes d'Huez Festival: The Grand Prize and the Audience Prize. He also won the Audience Award at the Hérault du Cinéma festival.

On Everest, part of the team climbs to an altitude of 6,000 meters to produce the images for the film. The Ascension is also the first fiction in the world to have been shot at the base camp on the southern slope of Everest, which is 5,364 meters above sea level.

"MIN THÂM" - Short film. Subject: Autism.

"LA REINE DE L'ÉVASION" - Short film. Subject: Alzheimer's. In development.

"NOS DARONNES, NOS MÈRES" - Documentary for France 2.

"DANS MON HALL" - Webseries (CSF, Abbé Pierre Foundation, ACSE)  
Series of fiction filmed in working-class neighborhoods. The concept is to come with an experienced director and his film crew to shoot fiction in which the inhabitants are the actors.

The project is national in scope. To date, several filmings have already been done (Guadeloupe, Cugnaux, Condé-sur-Noireau).

"RACISME ORDINAIRE" - (France 2, France 3, France 4, France 5, France Ô)

A testimonial platform on the web, #RacismeOrdinaire, is open for all those who wish to speak, understand and be advised. France Television thus wishes to expose the point of view of those who experience these "small" daily discriminations.

This project is supported by Pascal Legitimus, Lilian Thuram and Sonia Rolland to name a few.

<http://www.francetv.fr/testimonials/racism-ordinary/>

- ▶ Costing of film budgets (CNC estimate)
- ▶ Recruitment and management of technical teams
- ▶ Coordination of filming partners
- ▶ Negotiation of technical services
- ▶ Preparation of filming, monitoring of operational needs related to production.
- ▶ Organization and management of film shoots.
- ▶ Operational management of the company
- ▶ Participation in the strategic line of the company alongside the founder
- ▶ Promotion of the company to partners
- ▶ Participation in the organization of previews
- ▶ Marketing and sales strategy
- ▶ Human Resource Management

## Official representative of the Chamber of Commerce, Industry and Handicraft of Chad in France



CCIAMA - Chambre de Commerce, de l'Industrie, de l'Agriculture, des Mines et de l'Artisanat du Tchad - 2011 to 2013

- ▶ The main mission of the CCIAMA is to promote the private sector in the Republic of Chad. This mandate consists of representing and defending the commercial, industrial, agricultural, mining and artisanal interests of Chad; The CCIAMA plays the role of interface between the public authorities and the private sector by providing companies with expertise and advice on the creation and development of companies in the sense of capacity building for companies and economic operators.
- ▶ Representative for France.
- ▶ Promotion of France-Chad business collaborations
- ▶ Promotion of French and Chadian business assets
- ▶ Management of a project aimed at the opening in France of a company for the recovery of Chadian gum acacia.

## Founder, Manager,



SAYADJI MANAGEMENT - January 2011 to 2013 - Paris - France

- ▶ Sayadji Management is a trusted third party that participates in the development of Chad.

Central purchasing for Chad, the company also sells "turnkey" services to Chadian and French companies and institutions as well as to international economic players.

Project and investment support, location and impact studies, search for premises and equipment, import-export services, administrative assistance.

Sayadji Management is the official representative on French territory of several Chadian institutions (CCIAMA, National Agency for Investments and Exports, Chadian Football Federation)

Managed projects:

Feasibility study for setting up a processing plant for gum arabic (acacia resin) in Chad.

Feasibility study for the construction of a turnkey bakery in Chad.

Feasibility study of an animal feed production plant using spirulina, cottonseed cake and natron in Chad.

Import to Chad of flour from Turkey.

Export of sesame from Chad.

Import to Chad of medical equipment from France.

- ▶ Operational management
- ▶ Head of strategy and development
- ▶ Development of partnerships
- ▶ Meetings with officials (Chad and France)
- ▶ Administration and HR management
- ▶ Management of complex projects (Gantt)

## Member, Past-President

DCF (Dirigeant Commerciaux de France) SSD -  
2009 to 2012



- ▶ The DCF – Business Leaders of France – represent a network of 3,000 business leaders, sales department managers and teachers grouped together in 80 associations present in 21 regions. Driven by the commitment of its members at local, regional and national level, the DCF have been working since 1930 for the commercial development of France and the improvement of the results of its companies.
- ▶ Creation of departmental partnerships
- ▶ Organization of monthly events
- ▶ Identification of stakeholders
- ▶ Public communication
- ▶ Recruitment of new members

## Co-founder, Managing Director, President,

INXEOZ - 2007 to 2012 - Paris - France



- ▶ Inxéoz is a research and technical engineering company expert in the planning and management of projects in multi-sector environments.

Inxéoz is the exclusive distributor for the French-speaking markets of the linear planning software Tilos and the project management software Asta PowerProject. "Hope of the economy 2009" in Seine Saint-Denis, the company supports large companies (SNCF, ALSTOM, BOUYGUES, JUWI, CEGELEC, SYSTRA, VINCI, RFF, COLAS, UNIVERSITE PARIS 12, INEO SUEZ) and helps them to better manage their projects by offering services and innovative software solutions for project management and planning.

Road maintenance management methodologies: Cofiroute.

Inxeoz was the Best Seller in Tilos Publisher's Global Distribution Network.

With my partner Fabien Gaboriau:

- ▶ Advancia Incubator (CCIP) Promotion 6
- ▶ Winner of the France initiative network (Initiative 93 - class of 2008).
- ▶ Winner of the Entreprendre Network (Entreprendre 93 - class of 2009).
- ▶ Winner Montreuil Business Incubator
- ▶ Economic Hope Award - Young Talent category (Paris Chamber of Commerce / General Council of Seine-Saint-Denis)
- ▶ Creation of the linear project planner function (pipeline, tunnel, LGV line, tramway, metro, fiber optics, electricity, etc.)
- ▶ Development of new services: Tilos certification, creation of professional meetings
- ▶ Participation in the BATIMAT 2007 exhibition (Management of the Inxeoz Stand)
- ▶ Organization of professional seminars for customers who use our solutions and methods
- ▶ Delegation of consultants on the projects of: Construction of the East/West motorway (Cojaal) in Algeria, LGV Rhin Rhône, LGV Poitiers/Bordeaux (COGEA), etc.
- ▶ Recruitment and training of linear project consultants for: COSEA (LGV Bordeaux, Paris), INGEROP, SNCF, BOUYGUES, etc.)
- ▶ Tilos training and linear planning for multiple customers: Alstom, Snfc, Bouygues, Razel, Inexia, Colas, etc...
- ▶ Foreign missions: Lobbying for the use of Tilos in the framework of Office National des Chemins de Fer - ONCF (Morocco), Constitution of a general schedule for the Ministry of Infrastructure (Chad)
- ▶ Marketing and sales strategy
- ▶ Partnership negotiation

## Founding President

Association Chibina - 2005 to 2008 - Paris - France



My responsibilities and achievements:

- > Project management: I oversaw the management of several key projects to develop the spirulina industry, coordinating the various initiatives.
- > Partnership development: I negotiated and set up strategic collaborations, in particular with the FAO, leading to the signing of a partnership agreement for the development of the "Dihé" sector in Chad. This project represents funding of €2 million.
- > Collaboration with technical experts: I worked closely with specialists to improve spirulina production techniques and adapt innovations to local conditions.
- > Construction of an experimental pond: I led the creation of an experimental pond at the Centre National d'Appui à la Recherche (CNAR) in Chad, enabling spirulina cultivation methods to be tested and optimised.
- > Team recruitment: I set up and managed a team of 30 people, bringing together a variety of talents to support research, production and promotion activities.
- > Creation of educational and communication tools: I developed technical documents and set up a website to disseminate information about spirulina and CHIBINA's activities, thereby increasing our visibility and impact.

Background and mission:

Spirulina is a microalgae with remarkable nutritional properties, offering a wealth of proteins, vitamins and minerals. My involvement with CHIBINA is motivated by a desire to improve nutrition and food security in Chad, while promoting a sustainable production approach. Our aim is to make spirulina a key resource for combating malnutrition and supporting local development.

## Designer and Project Manager

SONY BMG - 2004 to 2005 - Clichy - France



- ▶ Sony BMG Music Entertainment is an American record label owned by Sony Corporation of America and Bertelsmann Music Group, equally between 2004 and 2008. Sony Music Entertainment, its successor, follows Sony's buyout of Bertelsmann's shares.
- ▶ Innovative transmedia project of urban culture: Creation and design of REALITY MAG ("Reality is not fiction"), the 1st first audiovisual project of urban culture ahead of the successes of influencers on Youtube and social networks.
- ▶ Management of an audiovisual project concerning a series of DVDs (music and sport).
- ▶ Management of a team of 10 people (from design to distribution).
- ▶ Implementation of a communication plan and monitoring of its effectiveness.
- ▶ Filmmaking and interviews
- ▶ Film editing
- ▶ Partnership negotiations
- ▶ The project was rewarded with a gold DVD.

## Call Manager



**IBM Delivery Services (Ex-Montics) - 2003 to 2004 -  
Temporary Work - Nanterre - France**

- ▶ Created in 1993 by IBM, MONTICS (now IBM Delivery Services Proservia) provides workstation maintenance and user support.
- ▶ Management of the coordination of interventions and the replenishment of the IBM/MONTICS operational unit which provides general maintenance as well as that of the associated services in the field of PCs, servers and ATMs.
- ▶ Deployment of technicians
- ▶ Logistical organization of interventions

## International Sales Administrator



**3M FRANCE - 2002 to 2003 - Temporary Work - Saint-  
Ouen-l'Aumône - France**

- ▶ Sales administrator at CSD Intercompagny.
- ▶ Supply management and order planning.
- ▶ Management of a portfolio of 14 countries and more than 2000 product references.
- ▶ Coordination with the technical teams in the factory.

## Logistics Coordinator & AOG Supplier



**DANZAS AEROSPACE - January 2000 to January 2002 -  
Temporary Work - Roissy - France**

- ▶ Responsible for coordinating the management of A.O.G (urgent aircraft spare parts) and their supply.
- ▶ Customs clearance procedures.
- ▶ Emergency procedure.
- ▶ Just-in-time supply
- ▶ IATA regulations

## Assistant to the Regional Cargo Delegate



**AIR FRANCE CARGO - 1997 to 2000 - Part-time - Abidjan  
- Côte d'Ivoire**

- ▶ Air France Cargo is a division of Air France in charge of its cargo activity. As a result, it is part of the Air France-KLM group. Air France Cargo no longer exists as a brand, it is now the Air France-KLM-Martinair Cargo brand.

Within the Côte d'Ivoire Regional Delegation (ABJ.FY). In charge of supervising operations, quality of service (Q.D.S) and compliance with safety standards. Interim during the absences of the Regional Cargo Delegate (ABJ.FY).

- ▶ Responsible for sales and freight operations for the Regional Direction of Côte d'Ivoire, but also for the local Delegations of Burkina Faso, Benin, Togo and Niger. Country relay of General Management France.
- ▶ Implementation and management of special operations: Poussin, hazardous materials, pineapple campaign, HUM repatriation, cargo charter.
- ▶ Supervision of Air Afrique freight teams and negotiation of "pools" 95/96.
- ▶ Acting Regional Cargo Delegate (ABJ.FY) during his absence (holidays or missions).
- ▶ Business development, customer relationship monitoring and litigation management.
- ▶ Current practice of international trade tools: Incoterms, weight/volume ratio rule, "pay for" rule, management of LTAs and ATA Carnets. IATA regulations
- ▶ Canvassing of customers, commercial follow-up and handling of disputes.

## Consultant Junior



### AIR FRANCE - 1996 - Internship - N'Djaména - Chad

- ▶ Air France is the French national airline, founded on October 7, 1933. Its main activities are the transport of passengers, freight as well as the maintenance and servicing of aircraft. It serves the main French airports as well as many foreign airports.
- ▶ Training of local teams in ISIS software (management of loyal customers).
- ▶ Update of the "Fréquence Plus" database (loyal customers) using ISIS and OASIS software packages.
- ▶ Participation in the reorganization of the customer relations and after-sales service.
- ▶ Creation of a payroll management tool in Excel.
- ▶ Improvement of the process for the delivery of company receipts to the bank.
- ▶ Training in business solutions (ISIS, GAETAN, ALPHA 3 and AMADEUS)
- ▶ Training in Air France sales techniques (Yield Management).

## Export Assistant



### Champexport - 1995 to 1996 - Cooperative Education Work - Epernay - France

- ▶ Champexport is a company that initiated the concept of Champagne distribution in mass distribution. This company was created by Jean-Louis Malard (later director of Champagne Canard Duchêne and Champagne Malard).
- ▶ <http://www.champagnemalard.com/fr/>
- ▶ According to Jean-Louis Malard's desire to export Champagne outside France (Europe and the world), I had to gather all the information necessary for this process.
- ▶ Feasibility study for export without holiday capsules with suspension of excise duties.
- ▶ Participation in the VINITALY fair (Verona) to promote the services of the Champexport company. Translation into commercial Italian (oral).
- ▶ Business translation in Italian.
- ▶ Collaboration with the CIVC (Interprofessional Champagne Wine Committee)
- ▶ <http://www.champagne.fr/>
- ▶ Creation of a Champagne brand from an assembly created by Champexport.
- ▶ Regular meeting with partner champagne operators.

# EDUCATION

## The certificate of specialization in cultural and creative engineering

### CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

The main academic objectives of the Certificate of Specialization in Cultural and Creative Engineering are as follows:

Deepen knowledge in the fields of culture, artistic creation and cultural project management.

Development of essential skills in cultural engineering, artistic project planning and cultural resource management.

Preparation for leadership roles in the cultural sector by equipping learners with the skills to design, manage and promote innovative cultural projects.

Encouraging creativity and innovation in cultural management, enabling learners to make a significant contribution to cultural development.

The cultural sector is undergoing a series of major changes: ecological, digital, economic, institutional, societal and social. The certificate is validated after completion of these 5 UE:

--> Building an artistic project, working with artists. (CCE112)

--> Culture and public space, new cultural venues. (CCE114)

--> Digital mutations and innovation in the fields of culture and creation.

--> Ecological and societal transitions in the cultural sector. (CCE115)

--> Research practices in design, art and creation. (DSN201)

In short, this certificate trains cultural and creative professionals by providing the knowledge and skills needed to succeed in cultural engineering, both academically and professionally.

<https://www.cnam-paris.fr/certificat-de-specialisation-d-ingenierie-de-la-culture-et-de-la-creation-1339104.kjsp>

## Specialization Certificate in Introduction to Research in the Humanities and Social Sciences

### CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

Since 2022

--> Initiation to research for a doctorate

--> Learn the main rules of scientific knowledge construction

--> Learn how to design a research project

--> Acquire basic skills in monitoring and rules of scientific and technical information

--> To know the field of production and circulation of scientific knowledge and research

--> If necessary, to facilitate the integration of the future researcher in the public or private research environment

--> To acquire the epistemological and methodological bases of research

To make known the main theoretical currents in the fields concerned

--> To acquire the keys to understanding the research environment, the main places and institutions of production and use of scientific knowledge (public research, research in companies and communities, etc.)

--> Learn how to develop a research project (definition of stages, models and forms, tools)

## Certificate STEAM (Sciences, Technologies, Engineering, Arts et Mathématiques) - Il Bello : The Beauty of Innovation and Entrepreneurship

SANT'ANNA - SCULA UNIVERSITARIA SUPERIORE PISA

September 2022 to 2022

Innovation, Creativity and art. 4th edition : IL BELLO : The Beauty of innovation and entrepreneurship (steampreneur) In Pisa, Italy. This course has been authorized by Lappeenranta University of Technology (LUT) and part of the European project ArtIST.

ArtIST (Art, Entrepreneurship, Innovation and Science) is an ERASMUS + project that aims to design and implement innovative Master's level modules integrating the Arts in innovation, entrepreneurship and science education. ArtIST is led by seven higher education institutions and industrial partners from Austria (Warp Innovation), Finland (Lappeenranta University of Technology), France (Conservatoire National des Arts et Métiers), Hungary, Italy (Sant'Anna - Scuola Superiore di Pisa), Lithuania (Kaunas University of Technology), Hungary (University of Miskolc) and the Netherlands (Fontys University of Applied Sciences).

## Master 2 - Law, economics and management with a specialization in Innovation Management - Management of Innovation and Innovative Design (MICI)

CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

2020 to 2022

The Master 2 MICI trains in the management of innovation and innovative design those who are in charge of projects innovative. The training is based on the experiences and work the most recent to train in the design of innovative identities

objects of tomorrow (products, services, organizations, models business, etc.) according to a double dimension:

- reasoning and methods of design and creativity;
- modes of organization and collaboration.

Master 2 - Management of Innovation and Innovative Design prepares students to grasp :

Artificial intelligence, 3D printing, new mobilities, new business models, collaborative platforms, ecosystems but also lowtech, frugal innovation, responsible innovation, design thinking, collaborative innovation...

Innovation is a serious matter but it is plural and its management can be complex.

The MICI Master's program offers you the opportunity to understand the processes of innovation management, to learn how to deploy them and, above all, to manage the uncertain processes of innovative design by mobilizing the C-K theory.

Unique in its kind in continuing education, the MICI Master's degree is intended for all innovation players, in the private and public sectors, present or future: R&D managers, innovation project managers or those in charge of designing innovative offers, lab or community leaders, designers, entrepreneurs, etc.

The MICI Master's degree provides concrete answers through theoretical frameworks, operational tools, and a recognized teaching team, with a rich pedagogy: courses with various modalities that allow you to combine your professional life and the pursuit of a training program (evening classes, online, hybrid training), but also workshops, visits, and seminars with numerous external speakers and a unique historical depth thanks to the Musée des Arts et Métiers.

## Certificate STEAM (Sciences, Technologies, Engineering, Arts et Mathématiques) - Innovation, Creative and Arts (ICA)

UNIVERSITÉ DE TECHNOLOGIE DE LAPPEENRANTA, FINLAND  
(ERASMUS+)

2021

ArtIST (Art, Entrepreneurship, Innovation and Science) is an ERASMUS+ project which aims to design and implement innovative modules at Masters level integrating the Arts in innovation education, entrepreneurship and science. ArtIST is led by seven higher education institutions and industry partners from Austria (Warp Innovation), Finland (Lappeenranta University of Technology), France (National Conservatory of Arts and Crafts), Hungary, Italy (Sant'Anna - St. Anne's Higher School of Pisa), Lithuania (Kaunas University of Technology), Hungary (University of Miskolc) and the Netherlands (Fontys University of Applied Sciences).

## Innovation Management Certificate

CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

2021

1. Definition and challenges of the figure of innovation in management
2. A case of an innovative company: The case study or growth through repeated innovation
3. Innovative design management
4. Management of the regulated design
5. Organization of innovation
6. Value and Innovation
7. Closing

<https://formation.cnam.fr/rechercher-par-discipline/gestion-de-l-innovation-922431.kjsp>

## Certification Coaching and collaborative dynamics of innovation teams

CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

2021

Introduction - Structuring of the following notions:

- ▶ Coaching, basic notions related to management
- ▶ Definition and identity of a team, an organization
- ▶ Performance of a team in an environment of innovation, uncertainty

The manager-coach :

- ▶ Issue of posture: from manager to leader
- ▶ Leadership, definition and functions of leadership
- ▶ Active listening
- ▶ the confrontation
- ▶ Life positions

Team dynamics :

- ▶ The ICO model
- ▶ 3 stages of team development
- ▶ Karpman's dramatic triangle
- ▶ ProcessCom personality profiles applied to teams

Organizations :

- ▶ introduction to Berne's organization theory
- ▶ Diagnose needs and adjust posture to promote innovation

Innovation communities :

- ▶ modeling of an innovation community
  - ▶ animation of an innovation community
- <https://formation.cnam.fr/rechercher-par-discipline/coaching-et-dynamiques-collaboratives-des-equipes-d-innovation-630451.kjsp>

# Certification Animation of an innovative design workshop

## CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

Introduction

Reminder - Structuring of the following concepts:

The innovative design, The regulated design: Reminder

The C-K theory

The innovative design workshop - Description of the Process, sharing of concrete cases

The notion of field of innovation (Constitution of sub-groups)

1 - Stages of implementation and possible uses of the workshop

The uses of C-K in business: uses and challenges.

Define and name a field of innovation.

The basics:

The Projecteur C0 concept

The dominating design

C-K operators

Organize the workshop, choose the experts, the themes.

Rules of formalism and reading of a C-K tree structure

Techniques and Practices for C-K Design Reasoning

The animation of the workshop: the rhythm, the roles, the cognitive and emotional aspects

Knowledge bases K (Knowledge)

Integration of K bases, Animation techniques

Organization of the K database, performance criteria

Concepts (C)

Formulation of a concept

Organization of the C tree

Performance and Evaluation Criteria for a C-K Innovative Shaft Design

CK formalization and possible applications

Structuring and representation of a C-K tree

The positioning of ecosystems (competitors, patent, time, cost, financing, etc.)

R&D roadmaps

Universes of knowledge to explore

Explore and formalize concepts as a team. Prototype a concept using a LEGO® SERIOUS PLAY® workshop

Work on the business model of a concept with the "Business model Canvas"

Formalize a convincing "pitch" to sell an innovative concept internally or externally

<https://formation.cnam.fr/rechercher-par-discipline/animation-d-un-atelier-de-conception-innovante-630453.kjsp>

# Collaborative Innovation Best Practices Certification

CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

2021

## Introduction

The practices of collaborative innovation have developed considerably over the last decades, under the triple necessity: to innovate radically, quickly, by sharing costs and risks. At the same time, information technologies, in particular Web 2.0 (or even 3.0) approaches, make new modes of collaboration possible. This course aims to present these approaches to collaborative innovation very concretely through examples, good managerial practices but also by meeting the actors of collaborative innovation ecosystems.

This teaching is based on an alternation of conceptual teachings, practical cases, scenarios, presentations of professionals and exchanges-visits of ecosystems and third places dedicated to collaborative innovation.

The foundations and virtues of collaborative innovation practices

- ▶ The great periods of innovation are characterized by collaborative innovation practices that are particularly instructive and partially transposable to the context of current practices
- ▶ Why collaborate? The creative lever of the complementarity of skills.
- ▶ Overview of current practices: partnerships, crowdsourcing, crowdfunding, innovation platforms, communities, networks, etc....

Concrete practices and places of collaborative innovation:

- ▶ The concrete practice of collaborative innovation: numerous practical cases and exchanges with professionals
- ▶ Synergies and complementarities of skills: competitiveness centers and clusters
- ▶ New ways of cooperating: Third places of collaborative innovation

Assessment modality

A written thesis on a case of collaborative innovation, presented orally.

<https://formation.cnam.fr/rechercher-par-discipline/meilleures-pratiques-de-l-innovation-collaborative-630450.kjsp>

# Certification Management of innovation projects by challenges

CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

2021

Introduction

Reminder - Structuring of the following concepts:

- The Project, definition and basic notions related to project management
- Characteristics of an innovation project.
- Performance of a project in an environment of innovation, uncertainty  
Project and complexity
- History of project management
- Types of innovation projects
- Stages of team development
- The project manager, role and posture. His relationship to the organization and his team.
- Generic description of project management by issues  
Co construction of a project by stakes
- The notion of stakes
- The 4 types of issues and the management of limits in a project
- The relationship to time and action
- The conditions of cooperation in a project team (Schutz model)
- The framing of the leading issues, the ambition of the project.  
The stages of implementation of project management by issue
- The meaning triptych - Process - Content
- The notion of "integrated risk" in an innovation project
- How to promote exploration within the project team.
- Types of consensus in a project team
- Mapping of upstream issues, milestones and stakeholders.  
Project management, reporting, end of project.
- The posture of the Project Manager - the cursor - Mac Gregor's X/Y theory
- The organization of a project reporting meeting
- The case of multi-partner collaborative projects
- How to prepare your teams for the following project:  
The end-of-project bereavement curve  
signs of recognition  
<https://formation.cnam.fr/rechercher-par-discipline/management-des-projets-d-innovation-par-enjeux-630452.kjsp>

## Master Class 2021 - In times of crisis Foresight, Innovation & Transformation

CNAM (CONSERVATOIRE NATIONAL DES ARTS ET MÉTIERS)

March 2021

As part of the 2021 Master Class of the Cnam IES Master and its two courses: Prospective, innovation, transformation. Viewpoints from private and public organizations.

## Certification - Pro 2 Profiles and Orientation Test

### CENTRAL TEST

December 2019

Central Test provides companies and HR with the best assessment tools to help them reveal and fully develop potential. Training in psychometric tests Pro 2 profiles and orientation test provides advantages for professional development consultants.

Profil Pro 2 is a personality questionnaire that allows you to analyze with scientific rigor 28 facets of personality and motivations that influence the behavior of an individual in their professional development.

MOTIVATION is a tool designed to assess an individual's sources of professional motivation. He then measures his level of motivation on 15 aspects related to the professional context, as well as his satisfaction on each of them.

## Professional Certification - Skills Assessment

### Consultant

#### APC FORMATION

January 2020

This training is built on the synthesis of 15 years of experience as an authorized and certified Skills Assessment Center.

This training has become Professional Certification (CP FFP) by obtaining by APC a quality certification training trades (ISQ OPQF)

This training delivered by two practitioners, including an occupational psychologist, allows beneficiaries to approach the activity of the skills assessment from an operational point of view.

- ▶ Acquire the fundamentals of the implementation of the skills assessment
- ▶ Experimenting with situation scenarios the posture of the skills assessment advisor
- ▶ Appropriate tools that can be used during the different phases of the skills assessment
- ▶ Obtain the Central Test authorizations to be able to use psychometric tests for the evaluation of personality and professional profile

## Management of a travel operator

### TRAVELPRO FORMATIONS

September 2019

Management of a travel agency. Understand the economic mechanisms at work in the travel agent business. Familiarize yourself with the accounting presentation of these mechanisms.

## VAT for travel operators

### TRAVELPRO FORMATIONS

September 2019

Taxation of a travel agency. Precisely state the tax rule (known as "VAT on the margin").

Apply this rule in the various operations carried out in your agency.

Understand the impact of VAT on the management of the agency.

Set up internal accounting procedures to easily calculate the VAT to be disbursed.

## Cinema Production - Audiovisual Training

CENTRE EUROPÉEN DE FORMATION À LA PRODUCTION DE FILMS -  
CEFPF

September 2014 to June 2015

Assist in the production of cinema, audiovisual programs or advertising films.

Reading and analysis of a script

Location scouting of filming locations (natural sets, interiors, or studios)

Establish funding aid application files (CNC, regions, etc.).

Realize the CNC estimate (budget of a film)

Alternate theoretical approach and practical case study (budget, organization).

Organizing a shoot

Definition of a production strategy

Organization of the promotion of a film (preview, press release, press conferences, etc.)

4 months of face-to-face + 2 months of filming internship

910 hours / 130 days / 26 weeks (including 280 hours / 40 days in companies)

Training registered with the RNCP (title recognized by the State at level II).

## Higher Diploma in Management - DSG (ECCIP BA course)

ADVANCIA (CHAMBRE DE COMMERCE ET DE L'INDUSTRIE DE PARIS)

December 2005 to December 2006

Advancia (which became Novancia Business School in 2011 then ESCP Business School in 2019), school of entrepreneurship of the Paris Chamber of Commerce and Industry. Diploma obtained as part of the Bachelor in Management and Entrepreneurship (ECCIP BA course). Winner of the Advancia business incubator (Class of 2006).

## Professional Certificate in Management

ADVANCIA (CHAMBRE DE COMMERCE ET DE L'INDUSTRIE DE PARIS)

2004 to 2005

Advancia (which became Novancia Business School in 2011 then ESCP Business School in 2019), school of entrepreneurship of the Paris Chamber of Commerce and Industry. Certificate obtained as part of the Bachelor in Management and Entrepreneurship (ECCIP BA program).

## BTS Commerce International

EFFICOM

1995 to 1997

## Baccalauréat STT (Tertiary Sciences and Techniques)

LYCÉE PÉTREL

1994 to 1995

## CERTIFICATIONS

**le cnam** **Certification Coaching and collaborative dynamics of innovation teams 2021**

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Active listening  
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3 stages of team development

Karpman's dramatic triangle

ProcessCom personality profiles applied to teams

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introduction to Berne's organization theory

Diagnose needs and adjust posture to promote innovation

Innovation communities :

modeling of an innovation community

animation of an innovation community

[\(View certification\)](#)

**le cnam** **Innovation Management Certificate 2021**

Definition and challenges or the figure of innovation in management

A case of an innovative company: The case study or growth through repeated innovation

Innovative design management

Management of the regulated design

Organization of innovation

Value and Innovation

Closing

[\(View certification\)](#)

le cnam **Certification Animation of an innovative design workshop  
2021**

Introduction

Reminder - Structuring of the following concepts:

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The C-K theory

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Universes of knowledge to explore

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Synergies and complementarities of skills: competitiveness centers and clusters

New ways of cooperating: Third places of collaborative innovation

Assessment modality

A written thesis on a case of collaborative innovation, presented orally.

[\(View certification\)](#)

## le cnam Certification Management of innovation projects by challenges 2021

Introduction

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Project and complexity

History of project management

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The case of multi-partner collaborative projects

How to prepare your teams for the following project:

The end-of-project bereavement curve

signs of recognition

[\(View certification\)](#)



## Certification - Pro 2 Profiles and Orientation Test 2019

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This training has become Professional Certification (CP FFP) by obtaining by APC a quality certification training trades (ISQ OPQF)

This training delivered by two practitioners, including an occupational psychologist, allows beneficiaries to approach the activity of the skills assessment from an operational point of view.

- Acquire the fundamentals of the implementation of the skills assessment
- Experimenting with situation scenarios the posture of the skills assessment advisor
- Appropriate tools that can be used during the different phases of the skills assessment
- Obtain the Central Test authorizations to be able to use psychometric tests for the evaluation of personality and professional profile

## REFERENCES

### Digital Transformation and Artificial Intelligence in the 7th Art Masterclass

The poster features a purple and yellow color scheme. At the top left is the logo for 'PA Pavillon Afriques'. In the center is the 'MARCHÉ DU FILM' logo. To the right is a yellow 'MASTERCLASS' badge. The main title 'DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE IN THE 7TH ART INDUSTRY' is prominently displayed. Below the title is a circular portrait of Adoum Djibrine-Peterman, with his name and 'Producer' listed underneath. A white information bar at the bottom left shows a calendar icon, the date '23 May, 2024', a clock icon, and the time '15:30'. At the bottom center is the '21 PRODUCTION' logo.

# Innovation ecosystems for the creative economy - Art et Innovation CNAM

**le cnam**

## ART & INNOVATION

L'art et la créativité au service du management de l'innovation collaborative

Dans ce nouveau cours GDN 231, nous étudierons comment une approche trans-disciplinaire permet de déranger les systèmes de pensée conventionnels et infuser vos processus d'innovation, avec:

- Une nouvelle méthode: le Art Thinking pour aller plus loin dans le management de l'innovation
- Une approche pédagogique innovante mêlant séminaires, visites de lieux inspirants & expérimentations artistiques

**GDN231: Innovation Ecosystems of the Creative Economy**

**Semaine du 16 au 20 janvier 2023 (9h-18h)**  
Au CNAM, 2 rue Conté, Paris Centre  
Tarif : 120€ la semaine

**Pré-inscriptions et renseignements:**  
Anne.berthinier-poncet@lecnam.net

**Reprise des inscriptions en ligne** le 2 janvier sur <https://www.cnam-paris.fr/m-inscrire/>

Cours en Anglais et en Français  
Équivaut à 4 ECTS / 35 heures

**Des clés de compréhension**  
sur l'innovation collaborative et responsable, les écosystèmes d'innovation des ICC, l'Art Thinking

**Des cas d'étude**  
autour des industries de la musique & du cinéma et de l'innovation responsable

**Des expérimentations**  
autour de la créativité, du son, de la création cinématographique et musicale

**Des intervenants uniques**  
du gaming, de la musique, du cinéma, de l'entrepreneuriat, du patrimoine, de l'innovation

**Des learning expeditions**  
dans des tiers-lieux, musée, studio, incubateurs, résidences d'artistes...

Innovation ecosystems for the creative economy". Découvrez une approche innovante - le Art Thinking - pour dynamiser le management de l'innovation dans vos organisations, privées ou publiques, de nombreux intervenants de qualité et des lieux inspirants et innovants. Fil rouge : Cinéma et Musique ! En collaboration avec Anne Berthinier-Poncet (Responsable de formation) et Stéphane Gabbay (Co-designer).

## Website

<https://formation.cnam.fr/rechercher-par-discipline/innovation-ecosystems-for-the-creative-economy-art-creativite-et-innovation-1338287.kjsp>

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