

François
Guern



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INNOVATION STRATEGIST

MANAGING INNOVATION

Expert in innovation management cross industries, with 8 years of experiences.

Specialized in corporate digital transformation through design thinking, and entrepreneurship management.

SPECIALITIES

User centered methods

- Design thinking, Focus Group, Ethnology, Interviews, Observations

Consulting in digital strategy

- Competitive analysis, Strategic positioning, Strategic monitoring, 4th generation R&D

Entrepreneurship

- Open innovation, Intrapreneurship, Startups support

SKILLS

- Management and planification of complex multi stakeholders projects
- Strategy definition
- Analytical model definition
- Content production
- Partnership and sponsorship creation and management
- Event and communication
- Intercultural and multidisciplinary management
- Business development
- English fluent (c2), espagnol, italien, espagnol (b1)
- Connected to New York and Paris digital ecosystem

TOOLS

Writings: Microsoft Office and iWork

Design: Adobe Photoshop, Illustrator, Indesign

Internet: HTML, CMS (Wordpress), Twitter, LinkedIn, Facebook

INTERESTS

Technical innovation | American literature | Tennis, running, meditation | Political, social, economic and international news | Public commitment (Conférence Olivaint is the oldest French society established in 1875)

WORK EXPERIENCE

2016

Innovation Strategist, Project Director, InProcess (Paris) *inprocess-group.com*

#Strategy #DesignThinking #Services

Mission : Define innovation strategies for Fortune 500 companies

- Build innovation strategies and project narratives based on user experience
- Define innovation roadmaps, strategies and experiential specifications,
- Co-create user centered innovation methodologies with clients
- Facilitate workshop
- Business development, project management, customer care

2015 - 2016

Digital Attaché, French Embassy in the US (New York) *frenchculture.org*

#Project management #Entrepreneurship #Open innovation #Strategy

#Sponsorship

Mission: Develop relationship with the american digital community

- Creation and management of the first French-American acceleration program for cultural entrepreneurs with 10 partners and sponsors (*link*)
- Creation of the French Tech Hub New York City
- Network development and France's representation in the american digital ecosystem

2014

Strategic Planner, Nurun (Paris), *nurun.com*

#Strategy #CRM #Digital Transformation #Design Thinking

Mission: Consulting in digital strategy, online and offline

- Application of Stanford D-School Design Thinking Method

OTHER EXPERIENCES

2008 - 2012

User experience analyst, Nokia Bell Labs (Paris) *bell-labs.com*

2011

Lecturer, Strate École de Design (Paris) *stratecollege.fr*

2007

Market analyst, Xerox (Grenoble) *xrce.xerox.com*

EDUCATION

2009-2013

Télécom ParisTech - *telecom-paristech.fr*

PhD in Sociology of Innovation, Cum Laude

Users and new user-centered design methodologies in industrial Research and Development (*link*)

PhD supervisor: Pierre Musso.

2011

ESCP Europe - *escpeurope.eu*

Corporate intrapreneurship - Certificate

2010

École des Ponts Business School - *pontsbschool.com*

Doctoral Program in Management - Certificate