PIERRE BONNET

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EXPERT IN DATA MANAGEMENT WITH AI & DIGITALIZATION ENTERPRISE ARCHITECTURE & IS STRATEGY

CONSULTING, PRODUCT MANAGEMENT

ENGINEER IN COMPUTER SCIENCE INSA LYON (90)

I am at your disposal to study all forms of intervention in independent consulting or for longer-term assignments, across all my areas of expertise, both technical (Data Management, AI, Enterprise Architecture) and/or project management and leadership.

With over 30 years of experience in the computer industry as an expert in Enterprise Architecture and data governance, I have been working since 2022 with AI experts based in Vietnam. Our mission is to build a comprehensive approach for scaling AI and associated data. We have formalized our knowledge within the TRAIDA (Transformative AI and Data solutions) framework, which serves as the basis for my engagement with you. This framework is published in open source (creative commons) and distributed through the Engage-meta community (www.engage-meta.com).

I began my career as a computer engineer with the mindset of an intrapreneur. During my first ten years in the profession, I created profit centers that helped me achieve financial independence. In 2000, at the age of 33, I founded the startup Orchestra Networks to develop a data management software. By the end of 2018, after eighteen years of entrepreneurship, my company was acquired by a major American player in the IT industry, TIBCO Software. During my entrepreneurial journey, I experienced all stages of the startup life, including fundraising, international expansion, and the exit. In 2022, I wrote the book "META-Entrepreneur" which details my entrepreneurial adventure and lays out the fundamental rules that led to my success, through a framework I called META for Motion, Engage, Treasury, and Assurance. Today, I am financially free and enjoy sharing my expertise as an independent consultant.

With over 20 years of experience in entrepreneurship, I share the mindset of a leader who questions how to industrialize their activity to secure it, increase profitability, and scale up. In 2019, I founded the startup Drinkizz, which markets an innovative drink in the natural energy segment. This activity in the physical world demands rigorous data management for manufacturing, inventory, supply chain, and sales. From the start of operations, we decided to digitalize using No-Code tools, and later, AI. With my background in computer engineering and my experience as a technology entrepreneur, I lead the Drinkizz team to succeed in its digitalization in a pragmatic way.

SOME IMPORTANT DATES IN MY JOURNEY

2000: Co-founded Orchestra Networks, a software vendor in the Master Data Management industry.

2007: Founded the Sustainable IT Architecture think tank.

2008: Established the MDM Alliance Group think tank.

2011: Initiated an IT partnership in Hanoi, Vietnam, with NTT Data.

2016: Expanded activities in Vietnam by bootstrapping a local subsidiary.

2018: Following the sale of Orchestra Networks to TIBCO Software, founded HLFL Consulting.

2019: Co-founded Drinkizz, a beverage industry (www.drinkizz.com).

2023: Founder of Engage-meta community for the Transformative AI and Data solution (www.engage-meta.com).

DETAILS OF SOME KEY PERIODS IN MY JOURNEY

[2018 – JANUARY 2023] -TIBCO ORCHESTRA NETWORKS

VP PRODUCT ENGINEERING IN VIET NAM
EXPERT IN MASTER DATA MANAGEMENT AND DATA GOVERNANCE WITH ROLES OF THOUGHT LEADER, CONSULTANT AND PRODUCT MANAGER FOR TIBCO SOFTWARE

Responsible for the engineering team in Hanoi, business activity on TIBCO EBX Master Data Management.

[2000-2018] - ORCHESTRA NETWORKS

COO ORCHESTRA NETWORKS & CEO ORCHESTRA NETWORKS VIET NAM
ENTREPRENEURSHIP, EXECUTIVE MANAGEMENT IN HIGH-TECH COMPANY, EVANGELIST IN IS/IT ARCHITECTURE
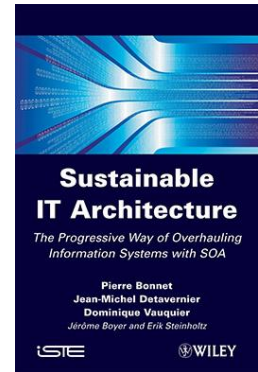
In 2000, I co-founded Orchestra Networks with two associates, taking on the role of COO responsible for consulting operations and also serving as CEO of the Vietnam subsidiary. In addition, I was a member of the Board of Directors. Orchestra Networks has since emerged as a leading force in the Master Data Management and Data Governance software industry, recognized worldwide and endorsed by prominent IT analysts including Gartner, Forrester, and CXP. Navigating through a complex and rapidly expanding market, I developed an innovative consulting approach to assist companies in their IS/IT reshaping projects, offering a neutral perspective on IT/IS approaches. To consolidate this initiative, I founded two non-profit organizations: Sustainable IT Architecture (S-IT-A) and MDM Alliance Group (MAG). These organizations have forged partnerships with key System Integrators, including Logica Management, Atos Origin, and Micropole Univers."

[2005-2008] - ORCHESTRA NETWORKS

PROJECT DIRECTOR
PROJECT MANAGEMENT, TEAMS BUILDING, DIRECTOR OF LARGE AND COMPLEX IS/IT
PROJECTS (30.000 MEN DAYS)

During this timeframe, I served as the IT Director for SMABTP Company, a prominent insurance firm in the construction sector, where I led a substantial overhaul of their IT/IS infrastructure. The project was grounded in a comprehensive SOA approach, augmented by the implementation of BRMS (Business Rules Management System) and MDM (Master Data Management) across the entire IT/IS landscape. I pioneered the introduction of the SOA approach as part of an exhaustive enterprise methodology, encompassing all facets of the contemporary Enterprise Architecture framework. This methodology included semantic modeling (encompassing business objects and their life cycles), organizational modeling (incorporating processes and use cases), a SOA-based logical architecture, software architecture through a Model-Driven Approach (MDA), and IT architecture. In my role, I was charged with overseeing a team of thirty experts dedicated to capturing business requirements and delineating IT architecture, with the project demanding approximately 30,000 man-days of work. The project's methodology and insights were later encapsulated in the book "Sustainable IT Architecture - The Progressive Way of Overhauling Information Systems with SOA", published in 2007 by Wiley.
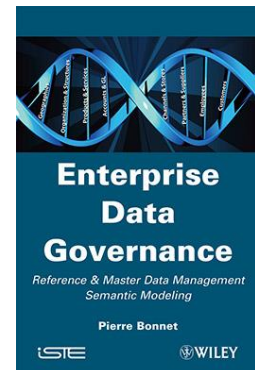
[2008] - ORCHESTRA NETWORKS

FOUNDER OF THE "MDM ALLIANCE GROUP" THINK TANK
DATA ENTERPRISE ARCHITECTURE, UML MODELING PROCEDURES, SEMANTIC
MODELING, MDM RECOGNIZED EXPERT

I established the MDM Alliance Group, a non-profit and neutral IT platform, with the primary goal of publishing unified and open modeling procedures in the domains of MDM and Data Governance. I earned the distinction of being the first IS/IT Architect to publicize a comprehensive guidebook outlining UML modeling procedures, available free of charge. Since 2008, I've dedicated my efforts towards developing pre-constructed UML data models for entities such as Party and Organization, HR, Classification Scheme, etc. This initiative aimed to mitigate the 'blank page' effect companies often face when initiating data modeling. In 2009, I authored the community's definitive guide, titled 'Enterprise Data Governance - Reference & Master Data Management - Semantic Modeling', published by Wiley

[2007] - ORCHESTRA NETWORKS

FOUNDER OF THE "SUSTAINABLE IT ARCHITECTURE" THINK TANK

I POSSESS SUBSTANTIAL EXPERTISE IN IT INTEGRATION, SPECIFICALLY BETWEEN MDM, BRMS, AND BPM. RENOWNED AS AN EXPERT IN IS/IT ASSESSMENT, I UTILIZE THE OPERATIONAL 'IS RATING' FRAMEWORK TO ACCURATELY MEASURE INTANGIBLE IS ASSETS. MY PROFICIENCY AS AN ENTERPRISE ARCHITECTURE EXPERT IS EVIDENT IN MY ABILITY TO EFFECTIVELY IDENTIFY THE STRENGTHS AND WEAKNESSES OF VARIOUS FRAMEWORKS, PROVIDING VALUABLE INSIGHTS THAT FACILITATE TANGIBLE IS/IT RESTRUCTURING AND RESHAPING.
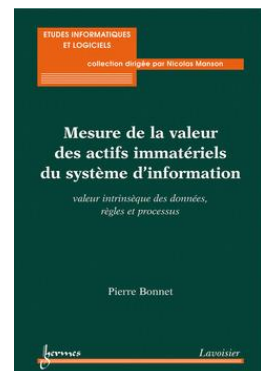
I established the Sustainable IT Architecture community, a non-profit and neutral IT platform, designed to amplify and apply my expertise in progressively reshaping IS/IT structures. I conceived the concept of Agility Chain Management System (ACMS), which outlines a systematic approach for IS/IT restructuring, utilizing the linking-value provided by business repositories in MDM, BRMS, and BPM. This vision has garnered the support of numerous like-minded companies and attracted over two thousand individual members through a dedicated LinkedIn group. Since 2009, the community has been pioneering an innovative methodology to quantify intangible IS Assets, focusing on Data (MDM), Rules (BRMS), and Processes (BPM). I devised the IS Rating Tool framework, which is instrumental in identifying the genuine value of IS by analyzing three distinct types of value: Intrinsic Value (assets owned), Use Value (operations conducted), and Business Value (benefits accrued).

[2000-2005] - ORCHESTRA NETWORKS

THOUGHT LEADER IN IS-IT

WEB SERVICES, DATA GOVERNANCE, MDM, UML MODELING AND XML SCHEMA

I authored the first set of SOA guidelines available in the French market and executed numerous consulting operations to assist companies in the SOA domain, creating a bridge to Data Governance and Master Data Management domains. During this period, I played a pivotal role in managing IT teams, crafting, presenting, and defending reports to decision-makers within IT departments as well as Business Executives to initiate SOA, Data Governance, and MDM programs. Companies that have placed their trust in me include Auchan, France Telecom, Kraft Foods, Predica (Crédit Agricole), Société Générale, and SGCIB. In 2011, I penned a book on measuring intangible IS/IT assets, which explains the IS Rating tool, published by Hermes Lavoisier

[1991-2000] – BRITISH TELECOM - SYNTEGRA

SOFTWARE ENGINEER – INTEGRATION SYSTEMS
SOFTWARE DEVELOPMENT, SOFTWARE QUALITY, ERP/CRM INTERCONNECTION, IT SECURITY, EAI, RELATIONAL DATABASES, OBJECT ORIENTED METHODOLOGY AND IMPLEMENTATION, COST BASED APPROACH, PROJECT MANAGEMENT, TEAMS MANAGEMENT

Syntegra, a subsidiary of British Telecom, was a prominent System Integrator with global operations. During my tenure there, I was engaged in numerous IS/IT integration projects as an IT engineer. I immersed myself in and utilized cutting-edge IT management approaches, drawing on the extensive knowledge available within British Telecom. I contributed to complex projects for renowned companies such as Vivendi, British Telecom, Chanel, Banque Populaire, GAN, and Crédit Agricole, among others. The functional domains I worked in encompassed CRM and eMarketing, B2B platforms, interworking solutions, workflows and document management, and groupware. In these projects, I collaborated closely with large IT and Business teams

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