

PIERRE BONNET

Fractional AI Director

Helping executive teams transform Artificial Intelligence into sustainable Enterprise capabilities.

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EXECUTIVE ROLE



A former international software executive who works alongside leadership teams to define, govern and steer

Enterprise AI transformation.

SCALE AT A GLANCE

30+

YEARS IN SOFTWARE, DATA AND TRANSFORMATION

300+

ENGINEERS ACROSS AN INTERNATIONAL ORGANISATION

5

REGIONS: FRANCE, US, VIETNAM, GERMANY, UK

2018

ORCHESTRA NETWORKS ACQUIRED BY TIBCO

CORE EXPERTISE

- Executive AI strategy
- AI operating model & governance
- Business knowledge architecture
- Business glossaries
- Conceptual data modelling
- Semantic architecture & APIs
- Enterprise Knowledge Graphs
- Enterprise architecture
- Transformation leadership

EXECUTIVE PROFILE

Software entrepreneur, international executive and Enterprise AI advisor with more than 30 years of experience turning complex technology into scalable business capabilities.

Pierre Bonnet co-founded Orchestra Networks, helped build the company into an international data-management software vendor, led consulting and operations, created its Vietnam engineering centre and supported the organisation through its acquisition by TIBCO Software.

Since 2023, he has focused on a defining executive question: how can AI become a durable Enterprise capability rather than a succession of isolated experiments? Through Engage-Meta and advisory engagements, he aligns business knowledge, enterprise AI architecture, governance and execution around that ambition.

PROFESSIONAL EXPERIENCE

ENGAGE-META

2023 - Present

Founder | Fractional AI Director & Executive Advisor

- Advise leadership teams on the design and steering of Enterprise AI strategies, from executive ambition to operating model, information foundations and governance.
- Created TRAIDA, a transformation framework connecting business intent, AI use cases, data capabilities, architecture, governance and organisational adoption.
- Developed an Enterprise AI reference approach built around Business Glossaries, Conceptual Data Models, Logical Data Models, Operational Data Stores and Semantic APIs.
- Lead applied research and publish practical guidance on sustainable AI systems, business knowledge, enterprise AI architecture and Enterprise Knowledge Graphs.
- Support companies in Europe and Vietnam on Enterprise AI, data architecture and AI-enabled operating models.

TIBCO SOFTWARE

2019 - 2022

VP Engineering, Vietnam - Master Data Management

- Provided executive and engineering continuity following TIBCO's acquisition of Orchestra Networks.
- Supported the integration of the Vietnam organisation and the transition of MDM product activities within a global software group.

PROFESSIONAL MISSION

Help executive teams turn AI ambition into governed, reusable and sustainable Enterprise capabilities.

SELECTED PUBLICATIONS

- Sustainable IT Architecture
- Enterprise Data Governance
- Meta-Entrepreneur
- Engage-Meta Enterprise AI Vocabulary
- Sustainable AI Systems - ongoing executive publication series

EDUCATION

INSA Lyon, France
Software Engineering & IT Strategy –
1990

LANGUAGES

French - Native
English - Professional proficiency

ENGAGEMENT MODEL

Fractional executive leadership
Strategic advisory
Executive workshops
Transformation steering

CONTACT

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PROFESSIONAL EXPERIENCE - CONTINUED

ORCHESTRA NETWORKS

2000 - 2018

Co-Founder | Head of Consulting | COO | CEO Vietnam

- Co-created and developed an international software company specialising in Master Data Management and metadata management.
- Built and led the consulting function, translating data-governance and service-oriented architecture concepts into enterprise programmes and customer outcomes.
- Served successively as operational leader and CEO Vietnam, combining market development, delivery, organisation design and engineering leadership.
- Established the Vietnam engineering centre in 2011 and contributed to scaling the international organisation from inception to more than 300 engineers.
- Helped position Orchestra Networks for its acquisition by TIBCO Software in 2018.

EXECUTIVE ACHIEVEMENTS

01 Built across borders - Combined French entrepreneurial roots with operational leadership in Vietnam and development across the US, Germany and the UK.

02 Scaled technology and organisation - Turned specialist data-management expertise into repeatable software, consulting and engineering capabilities.

03 Led through acquisition - Carried product and organisational knowledge into TIBCO while preserving engineering continuity after the transaction.

04 Reframed Enterprise AI - Moved the conversation from isolated use cases to the business knowledge, semantics, architecture and governance required for sustainable adoption.

THOUGHT LEADERSHIP

Founder of Engage-Meta, an independent research and advisory initiative dedicated to Enterprise AI architecture, business knowledge and sustainable AI practices.

- TRAIDA framework and executive masterclass
- Enterprise AI vocabulary, conceptual modelling and Semantic APIs

PROFESSIONAL MISSION

To work alongside CEOs, CIOs, CDOs and Chief AI Officers as a fractional executive: clarifying the ambition, establishing the Enterprise foundations, mobilising teams and steering AI transformation until it becomes an enduring organisational capability.