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INTERIM MANAGEMENT · ADVISORY

Didier Drobecq

IT, Data & AI leadership · former Chief AI Officer

25 years leading IT, Digital and Data teams, including a role as Director of IT Data & AI and Chief AI Officer at a major telecom operator. I step in either as an interim executive, taking the helm of an IT department or one of its divisions from day one, or as an advisor, alongside the CIO to prepare and land the decisions that matter.

25 years
leading IT, Digital and Data teams

135
people led in an IT Data & AI division

€15–17M
IT budget managed

4 sectors
telecoms, online gaming, services, consulting

Key achievements

BOUYGUES TELECOM

Scaling AI across the company

1,000+ AI agents in production

- **3,500 employees** trained in AI
- **1,000 developers and testers** moved to vibe coding
- **3,000 data users** across **15 business units**

Levers · AI Factory, AI governance, upskilling programme

BOUYGUES TELECOM

Streamlining the Data estate

€1.5M saved every year

- A concrete, realistic **move-to-cloud** strategy
- **-10% CO2** and **-30% BI reports**
- Company-wide **Data governance**

Levers · 3-year cloud migration (private, public, sovereign), technology rationalisation

BOUYGUES TELECOM

Delivering a CRM in record time

5 months from design to go-live

- **8,000 customer advisors** and **3,500 sales reps** equipped
- Customer journeys unified across web, telesales and stores

Levers · Salesforce omnichannel CRM, fast-tracked design and rollout

BOUYGUES TELECOM

Transforming Digital IT

13M customers on the mobile app

- Agile at scale: **15 feature teams**
- Omnichannel sales journeys redesigned (web, telesales, retail)

Levers · Agile organisation, joint business-IT steering

FRANÇAISE DES JEUX

Winning in a newly opened market

+20% digital revenue per year

- Digital offering ready for open competition
- Distribution extended to **Orange, SFR and TF1**

Levers · Agile transformation, platform overhaul, launch of ParionsWeb and Bingo Live!

BOUYGUES TELECOM

Developing talent

200 experts in a newly created Expert track

- Track rolled out company-wide
- Experts led and assessed **by their peers**

Levers · attracting scarce profiles, career paths, retention

Areas of expertise

01 Interim leadership

Leading an IT department or one of its divisions (Data & AI, Digital), fully operational from day one; taking over teams of 100+ people.

02 Assessment

Rapid IT assessment: organisation, budget, project portfolio, Data & AI maturity; IT strategic plan and prioritised recommendations.

03 Steering and transformation

End-to-end programme leadership: cloud migration, omnichannel CRM, digital platform overhauls.

04 Accelerating with Data and AI

Data & AI roadmap, AI Factory scoping and set-up, Data and AI governance, upskilling.

IT leadership · IT strategic plan · Data, AI, Cloud and Green IT strategy · Data governance · AI governance · Agile organisation · IT & business alignment · Budget management · Change management · Leadership, mentoring, coaching

Career history

Since 2026 — **Founder, interim manager and consultant** · DROBS
Various advisory assignments for IT departments.

2023 – 2026 — **Director of IT Data & AI, Chief AI Officer** · Bouygues Telecom
135 people, €15M · Data, AI, Cloud and Green IT strategies · AI Factory · Data migration to the cloud.

2013 – 2022 — **Head of Digital IT** · Bouygues Telecom
120 people, €17M · Agile organisation in feature teams · Salesforce CRM · Customer Area mobile app · omnichannel sales journeys · Expert track.

2008 – 2013 — **Director of Digital Projects** · Française des Jeux
Agile transformation · Internet platform for the opening of the online gaming market · ParionsWeb, Bingo Live! · partnerships with Orange, SFR, TF1.

2005 – 2008 — **Project Director, Head of R&D** · StratX
Simulations and serious games for L'Oréal, General Motors, PPR, Grupo Modelo · worldwide licensing (~3,000 partner venues).

2000 – 2005 — **Director of Internet Projects** · Accor Edenred
50 people, €5.8M · e-business and CRM solutions across 12 countries · IT due diligence for acquisitions.

1997 – 2000 — **Technical Manager, co-founder** · Vocatex, Western Télécom
10 people · co-founded a local loop telecom operator.

Education, languages and commitments

EDUCATION

Innovation for Growth, EM Lyon (2017)

MSc in Computer Engineering, EFREI Paris (1996)

LANGUAGES

French: native

English: professional

COMMITMENTS

Télémaque tutor, mentoring for equal opportunity

Personal and pro bono software development