



# Ludovic Szojchert

Program Director & Digital Transformation Expert

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[digitalbyls.com](http://digitalbyls.com)

2000–2005  
Digital Pioneer

2006–2013  
E-commerce Ops

2014–2018  
Program Manager

2019–2025  
Strategic Director

## IT GOVERNANCE

Strategic portfolio management, complex budget oversight, and Executive Board reporting.

## MARKETPLACE EXPERT

Mirakl & Salesforce Commerce specialist. Orchestration of 14+ critical IT systems.

## FINTECH & DATA

Integration of Stripe, Adyen, and Akeneo PIM. Focus on scalability and compliance.

## Professional Experience

### CEGELEM DJIBOUTI (ESN)

JUNE 2024 – PRESENT

#### IT / Digital Project Director

- Steering critical projects for government bodies and international institutions (UN, World Bank).
- Leading the national rollout of electronic invoicing and Blockchain traceability architecture.

GOVERNANCE, BLOCKCHAIN, PUBLIC SECTOR

### KINGFISHER (BRICO DÉPÔT)

JAN 2024 – JUNE 2024

#### E-commerce Project Director

- Global e-commerce replatforming strategy: SAP migration and Adobe Commerce modernization.
- Recruiting and structuring the internal IT team (Senior POs, Solution Architect).

ADOBECOMMERCE, SAP, AGILE

### PRINTEMPS

JAN 2023 – JAN 2024

#### Marketplace Project Director

- Successful launch of Printemps.com marketplace: orchestrating Mirakl, Adyen, and SAP.
- Defining the operational model and managing technical vendor onboarding.

MIRAKL, ADYEN, LUXURY

### SIG EUROPE

FEB 2022 – JAN 2023

#### B2B E-commerce Project Director

- Launched the first B2B e-commerce platform for a €2.8B turnover leader.
- Seamless integration of Salesforce Commerce Cloud and Akeneo PIM.

SALESFORCE, B2B, AKENEOPIM

### IDKIDS

MARCH 2022 – AUG 2022

#### Business Analysis (AMOA) Lead

- Defined business procedures and led the configuration of the Mirakl marketplace platform.
- Cross-functional support as the internal marketplace subject matter expert.

MIRAKL, BUSINESS ANALYSIS

### DJAAYZ (CATHY GUETTA)

FEB 2021 – JAN 2022

#### App Project Director

- Led Product and IT steering for the mobile app: customer journey, UX, and Stripe payments.
- Multi-country agile roadmap and data management via Firebase.

STRIPE, MOBILE APP, FIREBASE

### WESTINGHOUSE

AUG 2021 – NOV 2021

#### Digital Transition Manager

- Digitalized operations for nuclear power plant interventions (rugged tablets).
- Managed critical compliance, traceability, and high-security requirements.

COMPLIANCE, NUCLEAR ENERGY

**International App Project Director**

- Simultaneous mobile app deployment across 5 countries.
- Created a scalable rollout methodology and global governance framework.

**FINTECH** **ROLLOUT** **INTERNATIONAL****PITNEY BOWES**

OCT 2020 – JUNE 2021

**Org & Delivery Consultant**

- Audited and optimized project delivery processes for international teams.
- Deployed Monday.com to improve team velocity and tracking.

**PROCESS** **MONDAY.COM****CARREFOUR**

SEPT 2018 – OCT 2020

**Food Marketplace Program Director**

- Strategic launch of the food marketplace: orchestration of 14 critical IT systems.
- Managed a cross-functional team of 30 members in an Agile environment.

**MIRAKL** **RETAIL** **AGILE PI PLANNING****BOUYGUES TELECOM**

OCT 2020 – JUNE 2021

**Transversal Project Director**

- Managed a portfolio of strategic projects, handling risks and cross-team dependencies.
- Executive reporting in a high-pressure telecom environment.

**TELECOM** **RISK MANAGEMENT****ACCOR**

MARCH 2018 – JULY 2021

**Mirakl / Akeneo Functional Lead**

- Steered the centralized B2B purchasing platform for 600+ boutiques.
- Integrated a massive vendor catalog via Akeneo PIM.

**B2B** **MIRAKL** **AKENEO****GROUPE ADEO**

APRIL 2017 – FEB 2018

**Akeneo PIM Consultant**

- Migration and structuring of the product catalog (30k references).
- Defined validation workflows to ensure high data quality standards.

**PIM** **DATA QUALITY****UBISOFT**

MARCH 2016 – APRIL 2017

**EMEA E-commerce Consultant**

- Launched e-commerce platforms for EMEA, China, Japan, and the US.
- Implemented real-time KPIs to monitor digital performance.

**GAMING** **GLOBAL ROLLOUT****SODEXO**

MAY 2015 – MARCH 2016

**Digital Marketing Consultant**

- ROI optimization (+50% turnover) through digital acquisition.
- Setup DMP, Trading Desk, and Tag Management systems.

**DATA** **ROI****RELAIS & CHÂTEAUX**

JUNE 2014 – APRIL 2015

**Head of E-commerce**

- Global overhaul of digital and mobile strategy (iOS/Android).
- Increased turnover by 35% through customer journey optimization.

**LUXURY** **MOBILE STRATEGY****BISNODE**

AUG 2013 – MAY 2014

**Innovation Director**

- Repositioned Big Data and Data Mining offerings.
- Advised luxury clients on segmentation and acquisition strategies.

**BIG DATA** **INNOVATION**

## NETBOOSTER

DEC 2012 – JUNE 2013

### Business Unit Director

- Managed a portfolio of 100 clients (SEO, SEM, Data).
- P&L responsibility and renewal of strategic contracts.

AGENCY SEO/SEM

## KERING (CONFORAMA)

OCT 2011 – SEPT 2012

### Head of E-commerce

- Digital transformation resulting in a 2x increase in turnover.
- Managed a team of 25 and oversaw a €5M budget.

GROWTH MANAGEMENT P&L

## CYBERCARTES

JUNE 2006 – AUG 2011

### Marketing & Ops Director

- High-performance architecture (1M simultaneous connections).
- In-house ad network development and platform redesign steering.

HIGH-TRAFFIC MONETIZATION

## LASTMINUTE.COM

SEPT 2003 – AUG 2005

### Business Developer

- Created white-label travel shops for major brands (Fnac, Auchan).
- Sold dynamic "flight+hotel" packaging technology.

TRAVEL TECH B2B

## RUEDUCOMMERCE.COM

JAN 2000 – AUG 2003

### Partnerships Manager

- French e-commerce pioneer: managed affiliation and strategic partnerships.

E-COMMERCE PIONEER AFFILIATION

## KEEBIZ

SEPT 1999 – JAN 2000

### Finance Manager

- Drafted fundraising materials and business plans.
- Developed the first "drive-to-store" coupon marketplace.

START-UP FUNDRAISING

## Education & Languages

### EDUCATION

ISG Business School – Master's in Finance & Marketing (2000).  
GRPG Informatique – PHP/MySQL Development Specialization (2010).

### LANGUAGES

French: Native.  
English: Full Professional Proficiency (International projects).

### CONTACT

Interactive Portfolio: [digitalbyls.com](http://digitalbyls.com)  
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