



Ludovic Szojchert

Program Director & Digital Transformation Expert

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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).

ADOBE COMMERCE

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

AKENEO

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

EDENRED

JAN 2021 – JULY 2021

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

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