



Opinions Libres

le blog d'Olivier Ezratty

English bio and background

Olivier Ezratty, consultant and author

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What I am doing

I'm helping customers build their innovation strategies (business plans, products roadmaps, marketing and ecosystems strategies). Since 2005, I have helped companies in various verticals such as **media** (TF1, RTS-SSR, SES Astra, TDF, Euro Media Group, Netgem), **telecoms** (Bouygues Télécom, Orange, ...), **consumer goods** (LG Electronics, groupe Seb, L'Oréal, Alt Group), **industries** (Schneider Electric, ...) as well with **finance** and **insurance** (Crédit Agricole, Crédit Mutuel-CIC, BPCE, Société Générale, Natixis, Groupama, Generali, MAIF). I'm a regular conference speaker for corporation events, both internal and external, in French as well as in English.

I am helping the startups ecosystem, with doing technology and business due-diligence missions for various investment funds.

- Expert at the **Wilco** accelerator, in the healthcare vertical.
- Member of the Strategy then Science Board of the french telecom regulatory organization **ARCEP** since end of 2015.
- Member of various **entrepreneurship competitions** juries such as the Paris Grand Innovation Prize, or the Startup Academy.
- Expert for the innovation cluster **Cap Digital** as well as for the **Caisse des Dépôts** and **CNC** (public cinema funding board).

I'm a university guest speaker, covering innovation strategies and entrepreneurship at various schools like Ecole Centrale Paris, HEC, Telecom Paristech and Neoma Business School.

I created my blog "Opinions Libres" in 2006 with an audience of corporate marketing, strategy and economic intelligence executives, students, researchers, investors, entrepreneurs and medias. Each January, I publish a comprehensive **Las Vegas CES report** every year since 2006 (the **2018 edition** had 400 pages). I also publish the "**Startup Guide**", the most thorough entrepreneurship guide in France. It has been downloaded more than 300 000 times in 12 years since its inception and is regularly updated, now at least once a year. I'm also the author of various deep techs ebooks like "**Les usages de l'intelligence artificielle**" (2017 and 2018) and

“Comprendre l’informatique quantique” (2018).

My background

I have over 33 years of experience in software research and development, marketing and business development. I started in 1985 at Sogitec, a wholly owned subsidiary of Dassault Aviation, as a software design engineer, then project manager and group manager of the development team working on custom electronic publishing projects. I then became an early adopter of the Windows platform, starting projects on its initial 1.0 release.

Starting in 1990, I then acquired at Microsoft France a broad experience in all dimensions of marketing: products, channels, customer, communication and public relations. I launched the first version of Visual Basic in 1991 as well as Windows NT in 1993, and a bunch of partner programs. All these are now IT industry standards. I was Chief Marketing Officer of Microsoft France between 1998 and 2001 and then created the Developer and Platform Evangelism Division. This organization of 50+ launched the « .NET » platform, new partnerships with the best universities, research organizations and local software vendors, as well the first Microsoft startup programs in France. I left Microsoft in 2005 to become a freelance contributor to the innovation ecosystem in France.

I graduated in 1985 from Ecole Centrale Paris with a Computer Science Msc equivalent.

Pictures of me can be found [here](#).