

MAXIME AYL

31 bd Arago, 75013 Paris
+33 6 63 53 43 60
maxime@ayel.com

French, born on April 27th 1968, married 2 children

- Head of Digital / Digital Transformation
- Project Director / Management
- Innovation, product development / Management



PROFESSIONAL EXPERIENCES

- 2017 **NEXANS - INDUSTRY / DIGITAL TRANSFORMATION (Cable manufacturer - 26 000 people)**
2015 **Project Leader – Purchasing Transformation / Master Data (Contractor)**
- Process definition, outsourcing, and implementation of the Nexans worldwide vendor data lifecycle
- Definition, implementation and deployment of the Central Supplier Database and system interfaces
- Within 24 month: 4 shared services, 18 countries, 9 language, 35 entity, 14 ERP, 48 000 vendors
- 2015 **NRJ GROUP - MEDIA / DIGITAL (International Media Group, radios, TV et internet - 1800 people)**
2012 **CDO NRJ Group / Managing Director e-NRJ (24 people, Turnover 2014: 4,6 M€)**
- Editor of the websites, applications and webradios of the group
- Management of the P&L, marketing, content, partnerships and operations
- 25% increase in profitability, 30% reduction in overall costs
- Definition and launch of 14 applications, 1 replay platform, 1 back-office and 8 websites
- 2012 **WIZTIVI - SOFTWARE / DIGITAL (Services for Network operators - 80 people)**
2011 **Business Development Manager**
- Project Development: VOD, Catchup, BrandTV, HbbTV, User interface
- Corporate account acquisition, +450 K€
- 2011 **ASLORG - CONSULTING / DIGITAL (Consumer Electronics Consulting Company - 4 people)**
2003 **Managing Director / Consumer Electronic Consultant**
- Product definition and business development on Media market (TV, STB, Media)
- 3D and Connected TV Consultant for TCL (Chinese Consumer Electronic Group)
- Business Development Manager France for ROVI Corp (recommendation engine, TV guide, data)
- Business Development Representative - ADB Group (STB): 1st Interactive Setup-Box with NRJ Group
- 2003 **ANSWORK - NTIC / DIGITAL TRANSFORMATION (founded by the 4 biggest French banks - 55 people)**
2000 **Product and Marketing Manager**
- Definition, implementation and management of Purchasing Tools (procurement, sourcing, market place)
- Addressing Large Corporate companies (Dedicated, SAAS), Small & Medium companies (SAAS)
- 2000 **COMPAQ FRANCE (HP FRANCE) – NTIC / PRODUITS (PMCG division - 30 people)**
1999 **Handheld & Video Project Product Manger**
- Co-development of first Smartphone (Network Mobile Operator and industrial partnership)
- Limited edition of "Compaq Voyager" space wagon with Chrysler France
- #1 on the PDA market within 12 months.
- 1999 **PHILIPS FRANCE – CONSUMER PUBLIC / PRODUCT (Multimedia Dept.- 20 people)**
1995 **Product Manager « Digital Products »**
- Managed new High-tech products (PDA, Digital Still Camera, CDR)
- Customized products (Software, B2B products, OEM, ODM).

PROJECT / PUBLICATION

- 2011 **President et co-founder of "MES SERVICES TV"** 1st HbbTV interactive services portal on DTTV
2003 **Co-author: "Les achats, la révolution discrète" (EBG/Elenbi)** Market place and e-procurement

EDUCATION / LANGUAGE

- 1992 **ESDE-SUP (Paris)** Graduated of ESDE business school (Financial),
1990 **IUT PARIS V** Corporate and Administrative Management
FRENCH: mother tongue, **ENGLISH:** fluent

OTHERS

Strategic Digital Advisor (Semiologic), sailing (boating license), running, genealogy