

# PASCALE BONNARD

FROM STRATEGY TO DELIVERY



## CONTACTS

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Paris and Bourgogne  
Franche-Comté



## EXPERTISE

- Business Strategy
- Innovation & Creativity
- Digital Transformation
- Managerial Leadership

## HOBBIES

International politics,  
complex ecosystems,  
cinema, gastronomy,  
synesthesia

## LINKS

Personal Website:  
<https://pascalebonnard.com/>

Solertia:  
<https://www.solertia.digital/>

Indigo Neo:  
<https://www.indigoneo.fr/fr>

## LANGUAGES

French

English

Spanish

## SKILLS

**Strategy & Performance:**  
Strategic Management,  
Roadmap, KPI

**Digital Transformation:**  
Coordination of Digital  
Ecosystems,  
Management of Complex  
Projects

**Customer Experience &  
Innovation:** UX/UI, User  
Research, Digital  
Branding

**Leadership &  
Management:** Team  
Management, Internal  
Communication, HR  
Development

## EDUCATION

**Master, Université Paris  
- Panthéon Sorbonne**  
1996

- Magistère in International Relations & Foreign Actions.
- Internships: Cie de Saint-Gobain (Singapore) / Norton (Boston, USA)

**Bachelor in Foreign  
Languages, Université  
Paris X Nanterre**  
1993

- English - Spanish curriculum, languages and civilizations Erasmus Program - Madrid, Spain

## ABOUT ME

Leader in Digital Transformation

Hybrid profile combining management consulting methodology with the reality of operational execution. I lead complex technological transformations for international organizations, reconciling political vision with field adoption. From the growth of Indigo Neo to the creation of reference platforms (PWA, Excellence know-how), I turn digital challenges into sustainable performance levers.

## WORK EXPERIENCE

### Co-founder, Rhapsodies Digital

Feb 2024 - Present

- Design and develop a **platform dedicated to promoting the excellence of French know-how**. Create a unique database of excellence companies (4,000 companies), for B2C & B2B uses, private equity funds, and M&A opportunity seekers.
- Develop the UX/UI strategy, design the brand identity, oversee technical developments (APIs, hosting, deployment), and the entire content strategy.
- Audit the **Payment offer of the Adeo group** and choose adoption levers by the group's brands.
- Support an **investment fund** in acquiring a **MobTech**.

### CEO of the Digital Factory, Indigo Neo, Groupe INDIGO, France and Estonia

May 2018 - Jan 2024

- **Define, build, and deploy the digital activities of the Indigo Group in Europe**, transforming traditional parking activities into an integrated digital platform for on-street and off-street parking.
- Manage the digital platform (web & app) in **France, Belgium, Luxembourg, Spain, and Switzerland**, with all required local specificities.
- Propose and implement a strategic shift to change the company's business model, put technology at the service of business challenges, and transform a simple subsidiary into a digital factory for the Group.
- Integrate Indigo Neo into the Group's technical and financial ecosystem.
- **Set up and lead a multidisciplinary team of over 60 collaborators** (PO, UX/UI, design, front-end web & app, test, release management, APIs, marketing & communication) to ensure close collaboration with business stakeholders.
- Refocus the build strategy on key technical stacks to optimize the performance and scalability of digital solutions.
- Rebrand OPnGO to Indigo Neo, redesign the visual identity, deploy in print and digital, launch a 360° marketing campaign.
- **Contribute to revenue growth** (tripling business volume, increasing prepaid ticket by +25%) and **customer acquisition** (from 50,000 to 2M users) by deploying innovative digital initiatives, while optimizing resources and reducing operational costs by 50%.

### CEO and Founder, AMANO, France and UAE

Jan 2013 - Apr 2018

- **Creation and development of a start-up specializing in Progressive Web Apps**, offering a digital solution for proximity and contextual access to digital content and services on the go, without requiring app installation.
- Design of the innovative offer tailored to client needs in the retail, tourism, event, and hospitality sectors, promoting a smooth and accessible user experience.
- Development of the business in **France and Europe, the United States, and creation of a subsidiary in Dubai**.
- Engage strategic clients such as **Viparis, Unibail, Google, Dubai Airports**, London Luton Airport, and Turin Airport (**Ardian**), as well as hotel groups like Mama Shelter (**Accor Group**), enhancing the credibility and reach of the solution.
- Management of technical and operational projects to ensure the quality and performance of the proposed solutions, in line with client expectations and industry standards.

### Partner (Telecom Practice), Eurogroup Consulting

Jan 2001 - Jan 2013

- **Facilitation of complex transformation programs** in the telecommunications and energy sectors, ensuring integrated project management.
- Strategic interaction with high-level stakeholders (C-level), providing informed advice, reporting tools, and recommendations for decision-making.
- Business development by building and consolidating a practice dedicated to telecoms, defining positioning, key expertise, and team capabilities.
- Opening new client accounts and exploring new consulting areas to support practice growth.
- Design and management of internal training programs dedicated to the continuous training of consulting teams, across all grades.

### Director, Miallot & Associés, Paris

Jan 1996 - Jan 2001

- Competitive analysis of strategic projects, mainly North American (Gemalto, Danone, Airbus, Matra). Ex: the impacts of the Boeing 737 production crisis.
- Analysis of lobbying and influence capabilities (Areva, Pernod Ricard, Danone). Ex: the network and motivations of the Helms-Burton Act.
- Pre-M&A support - identifying operational obstacles to facilitate strategic execution (Imerys). Ex: securing a hostile takeover bid on English China Clays.