



# Stéphane Tonnelier

IT / AI Programme Director · AI Practitioner

AI Adoption — Marketing & Sales · AI Training for Business Teams

Targeting: IT/AI Programme Director · AI Transformation · Project Management · AI Training (implementation & adoption) — Marketing, sales & communications teams · Full-time, available immediately

Daily Rate from EUR 1,000/day

France-based · Open to travel & relocation  
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Portfolio: [portfolio.novajungle.fr](https://portfolio.novajungle.fr)

## PROFILE

30 years leading IT and marketing programmes at **TNT Express, Autodesk/Discreet, Ingenico & Arval BNP Paribas**. Since 2025: **4 AI products in live production — zero proof-of-concepts**. Hands-on practitioner: AI implementation, adoption and training — measurable business outcomes. Bilingual French/English, fluent Spanish.

## AI & TRANSFORMATION

- Claude API
- GPT-4
- Gemini
- Copilot
- Mistral
- Perplexity
- AI Agents
- Prompt Eng.
- n8n · Make
- GenAI
- EU AI Act
- AI Adoption
- AI Avatars
- Claude Code
- NotebookLM

## PROGRAMME MANAGEMENT

- EMEA Programme Mgmt
- PMO
- Agile · Scrum
- IT Delivery
- C-suite Reporting
- IT Governance
- Change Management
- Crisis Management

## LANGUAGES

- French** *native*
- English** *bilingual / fluent*
- Spanish** *professional*

## EDUCATION

**Master's — Management-Marketing & Spanish**

University of St Andrews — Scotland, United Kingdom

## TECHNICAL SKILLS

- Claude API · Claude Code · GPT-4 · Gemini
- Copilot · Mistral · n8n · Make · Brevo
- Apify · HeyGen · NotebookLM · Supabase
- Next.js · Vercel · Git · Jira · Notion
- HubSpot · Salesforce · PMO

## PROFESSIONAL EXPERIENCE

### Founder · AI Practitioner — NOVAJUNGLE SASU

Jan. 2025 → Present

#### 4 AI PRODUCTS IN LIVE PRODUCTION — ZERO PROOF-OF-CONCEPTS

- Novacasa.fr** — AI photorealistic rendering SaaS (interior architects, Stripe live) · LinkedIn DM: **22% response rate** (B2B benchmark: 5–10%)
- PME Web Profit** — end-to-end AI pipeline for contractors: Apify scraping → email enrichment → **28 auto-generated websites** live · outbound email: **2.3%** (vs 0.36% benchmark)
- NovaForce** — multi-channel B2B outbound prospecting via AI agents (Claude · n8n · Brevo) · qualified leads delivered turn-key
- BoostezVosSoftSkills** — AI simulation platform for business & engineering schools

#### NOVA CITIZEN LAB — AI CITIZEN BUILDER WORKSHOPS · BUSINESS TEAMS (MID-MARKET SERVICES)

- T1 "AI That Pays"** — 1 day · 30 operational business prompts · marketing / sales / communications
- T2 "Build Your Own AI Tools"** — 2 days · 1 AI tool built and deployed by the team themselves
- T3 "Build Your Own AI Agents"** — 2 days · 1 AI agent + 3 documented automations

### Senior Consultant · IT Programme Director — eXalt (Permanent)

Mar. 2021 – Sep. 2024 · 3 yrs 7 mo

- Arval BNP Paribas (Apr. 2023–Apr. 2024)** · EMEA IT Programme Director · Digital Customer Experience Tribe · 10+ countries · BNP Paribas COMEX reporting · Programme governance & budget
- RAJA Group (May 2022–Mar. 2023)** · CIO · TMA & Marketing/Sales IT Projects · Direct management of 6 engineers · France & Europe delivery · Steering committees
- Sharecare (Mar. 2021–Mar. 2022)** · Senior IT PM · NYSE-listed digital health SaaS · COVID vaccination centres (multi-state US) · France/USA coordination · Change management in crisis

### Director of Projects & Operations — Think&Go NFC / Ingenico Group

Sep. 2016 – Oct. 2019 · 3 yrs 2 mo

- Career progression: Project Manager → Project Director → **Director of Operations** → Director of Projects & Client Relations · Led delivery, support and account management teams
- Major enterprise clients: **FDJ · La Poste · BNP Paribas · Leclerc · Casino · Hammerson · EPTA · HighCo · Mediatransports**
- Digital solution deployment (lead generation, inbound, CRM, SEM/SEO) · Portfolio management, ROI, C-suite reporting
- Technology innovation & go-to-market leadership in an emerging market (NFC / IoT)

### Earlier Career (1993–2016)

- SunBow Springs / Chasseur de Résultats (2007–2016)** · Founder, 9 years of digital entrepreneurship — SEO · Facebook Ads · CRM · international remote team management
- Autodesk / Discreet (1998–2004)** · EMEA CRM & Direct Marketing Manager (6 years) — enterprise account campaigns, European call centre, multi-country CRM strategy
- Whiteoaks France (2006–2007)** · Head of Agency France · **MrTed (2006)** · Worldwide Marketing Director (HR SaaS) · **TNT Express Worldwide (1993–1997)** · Direct Marketing & CRM Manager, France