

## Presentation



### CHAIRMAN

- **Marc RENNARD**,  
Deputy CEO of Orange,  
Customer Experience & Mobile  
Banking



### VICE CHAIRMAN

- **Olivier MOREAU**,  
Vice-President Business  
Development of Bureau Veritas  
GSIT

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**In order to enhance the development of French companies in the digital sector** in emerging markets experiencing high growth rates, MEDEF International has established a dedicated internal task force.

The Digital Task Force (DTF) of MEDEF International is chaired by Marc RENNARD, Orange's Deputy CEO Customer Experience & Mobile Banking. Olivier MOREAU, Vice President Business Development at Bureau Veritas GSIT, is vice chairman.

The activities of the Digital Task Force will be channelled via:

- A steering committee established around the chairman and vice chairman;
- A pool of French companies – large groups, mid-market firms and SMEs – able to develop internationally, alongside professional associations and bodies.

**Initially, the activities of the Digital Task Force will mainly focus on sectors associated with:**

- Digitisation of public sector services (e-gov and e-administration) and digital identity issues;
- Cyber security, e-transactions and big data.

**The objectives of the Digital Task Force are as follows:**

- To identify and improve the understanding of the key markets for the French digital sector in emerging markets experiencing high growth;
- To rapidly mobilise French companies offering promising solutions to the sectors covered by the DTF, with a view to implementing bespoke initiatives with public and private sector decision makers, specifiers and purchasers in emerging markets experiencing high growth;
- To promote the sharing of experiences between companies, especially between large groups/mid-market firms and operators in the sector.

**Initiatives proposed by the Digital Task Force:**

- Meetings between companies and foreign public and private sector decision makers;
- Assignment abroad based on a specifically designed programme for the companies active in the sectors covered by the DTF;
- Participation in third-party events.

## Organisation chart

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**CHAIRMAN**

- **Marc RENNARD**,  
Deputy CEO of Orange,  
Customer Experience & Mobile Banking



**VICE CHAIRMAN**

- **Olivier MOREAU**,  
Vice-President Business Development, Bureau Veritas GSIT

### STEERING COMMITTEE



**Committee Member**

- **Mr. Richard MARRY**  
Chairman and CEO, Vivaction



**Committee Member**

- **Mr. François MATTENS**  
Director, Public Affairs, GICAT

**Committee Member**

- **Mrs./ Mr.**  
*Being appointed*

**Committee Member**

- **Mrs./ Mr.**  
*Being appointed*