

PHILIPPE JEAN-BAPTISTE

Digital Transformation & AI in Management Scholar | Lecturer & Doctoral Researcher



Scholar-practitioner bridging industry & research: eight specialised master's degrees since 2016 fuel an AI-driven inquiry into digital transformation and managerial work.

Paris • Aix-Marseille • open to worldwide collaboration

ACADEMIC PROFILE

Digital transformation scholar focusing on how generative AI reshapes middle-management competencies. Teaching 600+ h/year in IS & Strategy across French business and engineering schools. President, DynAMU doctoral association; peer-reviewer AMCIS & AIM conferences.

EDUCATION¹

- **PhD in Management Science** (in progress, defence planned 2026) – LEST – CNRS / Aix-Marseille University, France
- **Master in Artificial Intelligence**, 2024 – High Honors – Institut Mines-Télécom, Paris, France
- **MPA**, 2023 – High Honors – IPAG – UBO, Brest, France
- **Master in Geopolitics & Foresight**, 2022 – Honors – IRIS Sup, Paris, France
- **Master in Digital Marketing**, 2018 – High Honors, Valedictorian (rank #1) – ISEFAC, Paris, France
- **MBA**, 2017 – High Honors, Valedictorian (rank #1) – IAE Paris, France
- **Master in Economics**, 2017 – High Honors, Valedictorian (rank #1) – Université Paris 1 Panthéon-Sorbonne, France
- **Global Executive MBA**, 2016 – High Honors, Valedictorian (rank #1) – IFG / Georgetown University, Washington DC
- **Master in Business Engineering**, 1996 – ISEG Paris, France.
- **Continuous learner: 100+ certifications²** in AI, strategy & leadership from MITx, HarvardX and HEC Paris.

PUBLICATIONS & COMMUNICATIONS

Books

- *Créer son e-commerce*, 5th ed., **Nathan**, 2024 (with O. Andrieu et al.) [978-2095039110](#) - [[hal-04716046](#)]
- *Les fiches outils de la création d'entreprise*, **Eyrolles**, 2015 (contributing author) [221256287X](#) - [[hal-02955357](#)]
- *Développer son activité e-commerce* (2nd ed.), **Les Échos-Nathan**, 2012 (co-author) [2091620769](#) - [[hal-02955338](#)]
- *Le marketing on line : guide pratique et juridique*, **Eyrolles**, 2007 (FNAC/DCF Prize) [2212539827](#) - [[hal-02955310](#)]

Journal Articles (peer-reviewed)

- “L’IA en action – volet 1 : voir comme une machine”, **Management & Datascience**, 2025 [[halXXXXXXXX](#)]
- “Intelligence biologique vs IA : ce que les machines ne savent ...”, **Management & Datascience**, 2025 [[hal05117915](#)]
- “IA générative : La révolution était empêchée”, **Management & Datascience**, 2025 [[hal05099668](#)]

Recent Conference Papers

- **AMCIS 2025** – “Transformations in the Roles and Skills of Middle Managers in the Era of Generative AI” [[hal05145156](#)]
- **IFKAD 2025** – “Redefining Middle Management: How Generative AI Reshapes Roles & Competencies” [[hal05124707](#)]
- **ISPIM 2025** – “GAI and Middle Managers: Bottom-Up Innovation & Organizational Tensions ...” [[hal05113172](#)]
- **AIMS 2025** – “L’IAG : une ressource stratégique pour réinventer les rôles managériaux au 21^e siècle” [[hal-05100924](#)]
- **AIM 2025** – “Transformations des compétences des managers intermédiaires à l’ère des IAG...” [[hal05082544](#)]

Teaching Cases

- NovaBank – Change Management & Generative AI (2025) (Bachelor / Master / Exec-Ed). [[halXXXXXXXX](#)]
- TotalEnergies – Risk Management in Unstable Zones (2025) (Bachelor / Master / Exec-Ed). [[hal05113174](#)]
- TechFusion Solutions – Cybersecurity, AI & IS Management (2025) (Bachelor / Master / Exec-Ed). [[hal05084770](#)]
- SoftInnov – Risk Management in International IT Project (2025) (Bachelor / Master / Exec-Ed). [[halXXXXXXXX](#)]
- Techfab SAS – IS & GDPR Compliance. **CCMP Case Award 2024 – 1st Runner-Up** [[Cas enregistré N°I0142](#)] - [[hal-05082601](#)]
- Software SAS – Strategic Management (2022) (Bachelor / Master / Exec-Ed) [[Cas enregistré N°G2082](#)] [[hal05082605](#)].

TEACHING

- 600+ teaching hours / year across business & engineering schools (CESI, Euridis, IES). (120h Bachelor / 480h Master).
- **Key courses** : *Management of IS, Digital Marketing, Strategy, Innovation & Design Thinking, Risk Management, Economics*.
- Supervised 150+ theses & capstone projects; jury member for 300+ student defences since 2020.

SERVICE & OUTREACH

- **President** – DynAMU (doctoral association, Aix-Marseille University), 2023-present
- **Scientific Chair** – “Future of Work with AI” conference, 2025
- **Peer-reviewer** – AMCIS 2025; AIM conferences 2021-2025
- **Organising Committee** – AIM 2022 conference
- **Member** – IFA, IRPAAI, InCIAM, ForHumanity (AI & ethics associations)

PHILIPPE JEAN-BAPTISTE

Global Transformation & Turnaround Executive | Digital & AI Strategist

Paris • New York • global mobility



EXECUTIVE PROFILE

25-year cross-industry leader scaling €60 M P&L units to double-digit profit through AI-powered turnarounds, M&A integration and digital GTM — delivered internationally.

CORE COMPETENCIES

Business Turnaround & Restructuring | P&L Management to €60 M | M&A Integration | Digital & AI Strategy | International Leadership (EU/US) | Growth Marketing & e-Commerce | Change Management & Culture Shift | Board & C-level Stakeholder Management.

PROFESSIONAL EXPERIENCE

Top & Win Consulting – Managing Partner

Paris, Marseille, Perpignan | Jan 2021–Present (*first stint 2015-17*)

Strategy, AI-driven GTM & turnaround consultant, Led 8 projects – €12 M cumulative clients budgets, average ROI +25%, delivered across public agency, pharma, med-tech & retail

- +133 % EU leads in 6 mo – Choose Paris Région.
- Digital sales → 35 % rev Y1 – Horus Pharma.

Onedirect – Managing Director

Perpignan | Telecoms | €60 M | 200 staff | Jan 2018 – Dec 2020

- OpEX -15%.
- Customer base rose from 74 k to 81 k.
- Merged Onedirect Telecom with Alliance Telecom, cutting operating costs –15 % and restoring EBITDA +4 pts.
- Web sales €5.5 M → €8.7 M (+58 %).
- Automated workflows via Kiamo cutting AHT -20%.

Top & Win Consulting – Managing Partner

Chicago, New-York | Jan 2015 – Dec 2017

Chicago digital strategist, 6 projects across leisure & retail (2015-17).

- 30 k IG & 5 k TW fans – Brooklyn Boulders.
- Web Traffic (+7 k visits/mo) – The Letterman Chicago.

ABIX (Exertis Group) – Business Unit Director

Neuilly-sur-Seine | IT Distribution | €6 M | 20 staff | Jan 2012 – Dec 2014

- Turnaround from –€64 k to +€170 k EBIT in 18 months.
- Cut logistics costs –18 % within 9 mo.
- Raised marketing ROI from –9 % to 73 %.
- Delivered €6 M revenue → +14 % revenue growth.

Earlier Roles – Marketing & Digital Leadership

Olivetti, Atlog, Inmac-Wstore, Exertis | Jan 1996 – Dec 2011

Progressively held senior marketing & e-commerce roles, building P&L foundations (1996-2011).

- Doubled client base 11 k → 22 k and lifted retention 80 % → 86 % as Exertis CMO/CDO (2006-2011)
- Scaled BU sales €61 M → €106 M and SMB revenue €29 M → €100 M as Inmac Marketing Manager (1997-2005)

LANGUAGES

- French (native),
- English (fluent – CEFR C1).

BOARD & THOUGHT LEADERSHIP

- Multi-award-winning author of 4 business books
5th-edition bestseller *Create Your E-Commerce*; *Marketing Online* (FNAC/DCF Prize).
- Multiple peer-reviewed articles¹ on AI & management.
- President – DynAMU, community of 3 400 PhD researchers (300+ core members).

HONORS

- Best Professor '24
- AIM/CCMP Case Award '24
- Toastmasters Champ '16
- FNAC/DCF Book '08