



LAURENT LEPCZYNSKI

IT & Digital Transformation Director

Team leadership, business operations and AI adoption

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Engineer and IT leader with 17 years across cloud, technology services, banking and retail. Business unit leadership and P&L ownership, technical team management and IT transformation for large organisations and SMEs. Currently leading Dynamips' AI Committee and supporting AI adoption across business functions.

Teams of up to 20 IT professionals / P&L ownership / France, Singapore and Mexico

PROFESSIONAL EXPERIENCE

IT Branch Director / DYNAMIPS

2025 - Present  NANTES

- Full P&L responsibility: revenue, margins, pipeline and forecasting. Lead a team of **10 sales professionals**.
- Portfolio of **260+ SMEs**: relationships with CEOs/CIOs and partners HP/HPE, Arrow, Eaton and Sophos.
- Services: managed IT, infrastructure, Microsoft 365, cloud and cybersecurity. Support client transformation projects.
- Lead the **AI Committee**: Copilot, Claude and ChatGPT licences by function, and business AI agents.
- AI usage governance, training and support for teams adopting new tools.

Digital Business Unit Director / AI Lead / ASI

2024 - 2025  SAINT-HERBLAIN

- Led **20 developers**, architects, Product Owners and project managers.
- Managed recruitment, staffing, performance reviews and skills development.
- Owned unit budgets and forecasts. Directed a fixed-price insurance project and supported pre-sales.
- Introduced Cursor, GitHub Copilot, v0 and bolt.new. Evaluated LLMs, RAG and agents.
- Coordinated technical teams and the ADEME tender response through a working chatbot client demonstration.

Project Director / Consulting Services Director / CGI

2021 - 2024  NANTES

- BPCE SI projects: iValua procurement and Expensya expenses, with Finance/Procurement and **15 IT interfaces**.
- Led steering committees and business acceptance testing. Managed budgets, resources, schedules and risks.
- Recruited and supervised **two managers** and consultants.
- Developed BPCE SI, CA-GIP and Crédit Mutuel accounts. Monitored margins and client commitments.

Business Manager / AVISTO

2019 - 2021  AIX-EN-PROVENCE

- P&L ownership for an IT and software engineering business. Assessed client needs and negotiated services.
- Recruited and supported consultants, including data specialists. Managed assignments and skills development.
- Prepared tender responses with technical teams.

Project Director / Data Manager / AUCHAN

2018 - 2019  LILLE

- Led a GCP / BigQuery programme for store commercial performance, working with financial controlling.
- Defined revenue, margin, product and customer count indicators by store, with regional and country consolidation.
- Coordinated Qlik Sense, Tableau, Domo and Power BI proofs of concept. Assessed cloud and on-premises costs.
- Managed **five people** and a team budget > **€2M** (projects and run), including a platform for 14 countries.

PROFESSIONAL EXPERIENCE (CONTINUED)

OVH CLOUD / IT management, PMO and project delivery

2013 - 2018  ROUBAIX

IT Project Manager / Procurement SaaS (2017-2018)

- Led the procurement IT project: requirements gathering and SaaS solution selection.
- Managed the tender process, supplier negotiations, demonstrations and business workshops.
- Owned the roadmap, budget and risk tracking. Led steering committees and monitored rollout.

PMO / Telecom and Storage business units (2015-2017)

- Coordinated project progress, priorities and delivery commitments across the business units.
- Prepared weekly Executive Committee reporting. Tracked risks, dependencies and blockers.
- Supported cross-team communication and adjusted priorities to business constraints.

IT Team Manager / Engine team (2013-2015)

- Directly managed around **20 developers**, DevOps engineers, system administrators and DBAs.
- Coordinated teams across Roubaix, Brest and Madrid in a multicultural environment.
- Prioritised work on order management, billing and payments. Supported team development.

Account Management & Marketing / ORANGE BUSINESS SERVICES

2010 - 2012  SINGAPORE / MEXICO

- International VIE assignment in Singapore and Mexico, working with international sales teams.
- Junior Account Manager: supported account directors for Siemens, Visa and BNY Mellon.
- Covered APAC, Africa and the Middle East in an international client-facing environment.
- Marketing Analyst in Mexico: supported sales teams in identifying new business opportunities.

CORE SKILLS

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|---|---|
|  Technical team and manager leadership |  P&L, budgets and business performance |
|  Recruitment, staffing and coaching |  Executive relationships and complex sales |
|  IT project and data programme delivery |  AI adoption and ways of working |
|  Governance, risk and change management |  Business / IT alignment and partnerships |

AI USE CASES & TOOLS

- ADEME / ASI: chatbot recommending funding schemes using historical project data. Coordinated teams and the bid submission through a working client demonstrator.
- Team stack: Python, CrewAI, TypeScript frontend, Mistral embeddings and chatbot model. Claude for development and ADEME's Scaleway infrastructure.

TECHNOLOGY ENVIRONMENT

Cloud / IT: Microsoft 365, GCP / BigQuery, HPE infrastructure, virtualisation and cybersecurity.
Enterprise IT / BI: iValua, Expensya. Evaluation of Qlik Sense, Tableau, Domo and Power BI.

EDUCATION & LANGUAGES

Engineering degree, Télécom Lille (2009), now IMT Nord Europe / Networks & Telecommunications
Coursera GCP courses (2018): Data Engineering / From Data to Insights
 French: native / English: fluent / Spanish: professional working proficiency