

PIERRE ROBINET

SENIOR CONSULTING  
PARTNER



Pierre is a senior consultant with extensive experience in conceiving, structuring and selling marketing, digital and business transformation strategies, breaking the rules of traditional marketing and catalyzing innovation-led and data-driven mindsets for his clients.

Pierre has supported global brands, including AXA, MSD, SANOFI, NESCAFE, GARNIER for more than 15 years in their business transformation at global level acting as an innovation catalyst, running innovative lean start up strategies and agile working processes. Passionate with entrepreneurship, open-innovation and new technology, he co-founded in July 2016 the **Viva Technology** conference gathering in Paris 5000 start-up and tech leaders from the world. Pierre joined **Ogilvy Consulting** ([www.ogilvyconsulting.com](http://www.ogilvyconsulting.com)) in 2016 as Senior Partner. He leads both **the Innovation and the Health & Wellness practice for the APAC region.**

Pierre founded in 2016 the **FrenchTech Singapore** community gathering French entrepreneurs, technology leaders & innovation players from Singapore. He is also the **founder of the LIVE WITH AI (LWAI)** non profit organization, Singapore-based, gathering 100 thought leaders, start-up owners, academics, from France & Singapore, leading working groups and research on the positive impacts of Artificial Intelligence (AI) to our society ([www.livewithai.org](http://www.livewithai.org)). The LWAI foundation is the first bridge between France & Singapore on AI working on applied recommendations to better live with AI.