

Bertrand Leroux
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Digital Transformation – IT Strategy – Project Governance – IT security / Risk Management

Bertrand Leroux is an accomplished Fortune 500 technology and C-suite leader with over 30 years of experience leading successful large-scale transformation initiatives including technology innovation and digital transformations. Bertrand has global expertise in world class brands (Activision Blizzard, Vivendi, and Disney) in the media / entertainment, video games and consumer products business in Europe & the US. His career reflects a demonstrated track record in building strong business partnerships, leading high-performing teams, operationalizing strategy in line with the business, and executing M&A transactions across the deal lifecycle. Bertrand is a hands-on leader who instills confidence, drives financial results and customer value, and is a trusted advisor to executive leaders and boards of directors. Highly effective in:

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|---------------------------|-----------------------------------|---------------------------|
| • Digital Transformation | • Information Technology Strategy | • Data Governance |
| • Global Leadership | • Program / Project Management | • Business Requirements |
| • Merger & Acquisition | • Change Management | • Functional Requirements |
| • Enterprise Applications | • Business Architecture | • Analytical Skills |
| • Contract Negotiation | • Business Process Transformation | • Critical Thinking |
| • Outsourcing | • Strategic Sourcing | • Problem Solving |
| • Offshore-Onshore | • Risk Management | • Presentation Skills |
| • IT Security | • Project Execution | • Communication Skills |

HIGHLIGHTED CAREER ACHIEVEMENTS

- For a Global Video Games company, led enterprise business applications, Digital/e-commerce, big data/AI, IT operations/infrastructure and security/risk assessment. Responsible for the development and execution of IT strategy in line with business strategy to drive revenue growth from \$4.5B revenue in 2013 to \$8.5B in 2020.
- For a Global Video Games company, Involved in executing multiple mergers and acquisitions, including a \$6 billion acquisition in 2015, the largest acquisition in the company's history. Led several enterprise-wide transformation initiatives focused on enabling the company's business model to adapt to changing market conditions and disruptive market forces (including the company's cloud migration and digital transformation that resulted in digital sales increasing to 80% from 30% over a 5-year period).
- For a Media Entertainment company, built from scratch their IT department for the French subsidiary then built the IT department for the European headquarter and then led the Global Licensing IT team in the US.

EMPLOYMENT SUMMARY

Leroux Associates
Activision Blizzard
Vivendi Games
Vivendi Group
Vivendi Games
Disney Consumer Products
The Walt Disney Company
SKF Distribution

2020 to Present
2008 to 2019
2003 to 2008
2002 to 2003
2000 to 2002
1994 to 2000
1990 to 1993
1986 to 1989