

François RICHE
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Married, 3 children



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Senior IT Architect

Experience about corporate accounts IT, in France & EMEA
Technical expert in IT infrastructure and Networks, several publications
Highly skilled about selling processes through IT provider channels
Collaborative, multicultural and international team player, several residencies in UK & USA

PROFESSIONAL EXPERIENCE

- 2009→ Independent Consultant – Intersection Consulting Paris**
- Expert in IT infrastructure and data www.intersectionconsulting.fr
 - Analyze and audit of existing IT infrastructure and design for new IT architectures
- ⇒ IBM SO for AGF,
- 2007– 2008 EMEA Pre-Sales Manager – Crossroads Austin Texas, Paris**
- LAN&SAN Appliance Maker to solve customer issue around data protection and security
 - Business development for 5 different new Crossroads products for France and South Europe
 - Pre-Sales and Sales roles, lead the European technical team (4p), work with Bull, HP, IBM, SUN
- ⇒ Airbus, CNES, Carrefour, Kinderspital (Swiss), CNAM, RSI, Texas Instrument, HSBC (Swiss)
- 2006 Marketing Product Manager & Pre-Sales Manager – ActivNetworks, Les Ulis (Paris area)**
- BoostEdge Editor and IBM Datapower Reseller; Web stream acceleration and securisation
 - Mission to reorganize Pre-sales department and launch of a new product called DataPower:
 - Build of the offering catalogue: hardware, software, education, professional and support services
- 2002 – 2005 Pre-Sales System Engineer, in charge of relationship with IBM – Brocade France, Paris**
- American company, SAN switch manufacturer, Networking of Storage Systems
 - SAN expert, storage, consolidation, FICON, back up and business recovery
 - animate, educate, support and set up demo/prototype for selling channels: IBM and its partners, Bull
- ⇒ EDF 3.5M€, CNAM 2.2M€, Bouygues Télécom 1.5M€, Michelin, & NBG and Emporiki (Greek Banks)
- 1989 – 2002 IBM**
- 2000 – 2002 Customer Information Technology Architect for EDF/GDF – IBM France, Paris**
- IT Architect dedicated to only one customer, technical direction with a team of 8 Sales
 - detect EDF needs, validate et selling of IBM solutions and their coherency
- ⇒ Mainframe 4M€, Serveur WNT 3M€, Thinkpad 32 M€
- 1996 – 2000 Competitive Program Manager – IBM Europe, Paris last 2 years in London**
- expert in competitive products, positioning of IBM and competitive products
 - manage critical customer situation in Norway, Sweden, France, Turkey, Spain, ...
 - support and education of IBM EMEA sales forces, analyze of customer situations, define account strategy, build crisp positioning documents, Linux evangelization
- 1989 - 1996 Team Leader for the National Field Support UNIX Center – IBM France, Paris**
- expert in operating systems UNIX/AIX, server performance and IT security
 - animate team Pre-Sales support, customer performance benchmarks, link with development labs
- 1982 – 1989 Teacher/Researcher for Sup'Télécom – France Télécom, Paris, Rue Barrault**

EDUCATION and AWARDS

Award IEEE for ISO/IEC/POSIX standardization works for operating systems
IBM Sales education & IBM Professional Certification as IT expert
Diploma “Etudes Supérieures Techniques” special field : IT infrastructure for applications, CNAM, Paris
IT Analyst Engineer (internal diploma from France Télécom) – « Licence en Télécommunications »
Certifications AIX; Brocade: BCFP Fabric Professional & BCSD SAN Designer; Qlogic HBA&SAN Certification

Other INFORMATION

Chairman of joint ownership (70 co-owners) in Paris since 1997 – Setting up and managing country lodging
Setting up and managing my own consulting company - Gardening, do-it-yourself, book and wine lover

Annex

MY ACHIEVEMENTS

- 2007-2009* **Develop business awareness of big customers** to launch RVA
RVA is an appliance to monitor the robot, the drives and the tapes of a backup library,
my role is to raise the customer awareness and convince them about purchasing RVA to solve their backup quality issues
- for all Crossroads products: translate and localize marketing documents; run evaluations on site; solve issues inherent in any new product; weekly customer feedback to labs; lead and educate European team
- 2006* **Build marketing delivery and lead 3 events IBM** to launch DataPower
In order to launch a very innovative product, the DataPower, an SOA appliance to accelerate and securize XML streams
- translate, adapt and localize all marketing documents, build spreadsheets for education, professional services
 - educate Sales, Tele-Sales and Pre-Sales, manage people (7) and budget for the DataPower launch
 - build the customer database for DataPower and its follow up
- 2002-2005* **Convince big accounts to switch to SAN infrastructure**
Doing an in-depth study on customer IT infrastructure like needs analysis, IT design, ROI, ... then customers like CNAM, Bouygues Telecom, EDF, IBM Outsourcing for Michelin, decide to move to SAN with Brocade technology
Besides has develop SAN security expertise, well-known in France, running some one-off audit for Airbus Astrium.
- 1994-2001* Is the **Technical Editor & Ballot Coordinator** for Tracing API (Application Programming Interface) for IEEE/POSIX, this API:
is an IEEE standard in September 2000 known as P10031.Q,
is a TOG (X/Open + OSF) standard in March 2001,
is become finally an ISO Standard, as part of 9945-1,
ISO 9945-1 is the reference book for any computer interface.
Leader of a long time project (7 years)
Project of technical specifications among a team of experts from NASA and Navy
- 1989.2001* Is member then **Chairman of Benchmark Group** (SSBA) at Association Française des Utilisateurs d'Unix (AFUU)
Chair a group of performance benchmarks experts in user group environment
- 1996* Define an **analysis process of a customer account** called "account clinic"
Following observance of how-to-do of my colleagues, build of analysis methodology,
then set up of the selling tactics and strategy of a critical competitive situation
- 1990-1997* Is the IBM representative at AFNOR and at IEEE/POSIX
Understanding of standardization process; Experienced in responsibilities of a big IT provider representative ness
- 1990.1994* **Co-write 4 books:** « Systèmes Ouverts », « Internes d'UNIX », « Guide des Acteurs des Systèmes Ouverts » et « Portabilité des Shells »
Experienced in book writing, in teaming, in project mode
- 1986-1995* Make presentation of works at European and National IT Congresses
Topics: advanced programming, portability, open systems, Kerberos project
- 1984-1995* **Teach for several Engineer Schools** like Sup Télécom, Ecole des Ponts, Ecole Centrale, ESIEE, ...
Taught topics like: UNIX internals, C language, IT security, open systems
Audience: engineer students, adult training for customers like RATP, Météo (French weather forecast) and SNCF
- 1994* Is the **Project Leader for the first French WEB server for IBM France**
With 5 Trainees, build a maquette, then the prototype used during 2 years
First education on Internet and WEB for the IBM France Exec committee
- 1989* Build security tests for AIX V3, Labs IBM Austin
Understanding of IT platform development process and quality of a product; Integrated in an American engineer team
- 1987-1988* Develop an X25 driver for UNIX
One of the most difficult developments inside an operating system
Lead product development and non-regression tests in project mode