

2nd International Conference on

Digital Enterprise Design and Management

Event placed under the high patronage of the French Ministry for Industrial Renewal.

February 4 - 5, 2014
Paris La Défense - France

DED&M conference aims to be the meeting opened to all academic researchers and professional practitioners who are interested in the design and the governance of digital systems from an Enterprise Architecture perspective. The event intends to put digital issues at the heart of its program and to bring together all **business and technological stakeholders of Digital Enterprises**.



In Practice

- **10 keynote speakers** from academic and professional worldwide organizations
- **11 teams** selected to present their works and professional feedbacks on Digital Enterprise
- **1 poster session, 1 panel and 2 tutorials**
- **1 "EA Eco-System Session"** with EA/IT software and consulting companies
- **1 conference dinner** in a prestigious Parisian place

INVITED SPEAKERS

Transformation of existing digital models

- **Technology:** Nils Fonstad, e-Lab Director, INSEAD ex-MIT - United States
- **Media:** Olivier Abecassis, General Director, e-business TF1 - France
- **Communication:** Julien Ampollini, General Director Digital & Marketing Business, PAGESJAUNES - France
- **Finance:** Xavier Terrasse, Digital Working Program Director, BNP Paribas - France

Emergence of new digital business models

- **Pharmaceutical Sector:** Sabine Safi and Cedric O'Neill, co-founders, 1001 Pharmacies - France
- **E-Commerce:** William El Kaim, COO, Carlson Wagonlit - France
- **Information Technologies:** Marc Alinat, SVP, Atos International & CEO, Yunano - France
- **Software Technologies for Business Information Systems:** Florian Matthes, Professor, Technische Universität München - Germany

1 or 2-day registration:

www.dedm2014.dedm.fr

DED&M 2014

GENERAL CHAIR

D. Krob, Ecole Polytechnique - France

ORGANIZING COMMITTEE

P-J. Benghozi, Ecole Polytechnique - France (Chair)
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J-L. Lucas, Ex Orange / France Telecom - France
J-R. Lyon, Mphasis Wyde & CEISAR - France
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R. Giachetti, Naval Postgraduate School - USA
R. Goncalves, New University of Lisbon - Portugal
F. Matthes, Technische Universität München - Germany
O. Noran, Griffith University - Australia
A. Ortiz Bas, Universidad Politécnica de Valencia - Spain
Y. Pigneur, HEC Lausanne - Switzerland
C. Rolland, Université Paris 1 - France
F. Rowe, Université de Nantes - France
L. Whitman, Wichita State University - USA

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Professional Members

A. Lonjon, MEGA International - France (Co-Chair)
D. Attal, Thales - France
I. Bailey, Model Futures - Great-Britain
D. Ernadote, EADS CASSIDIAN - France
T. Goranson, Earl Research and Sirius-Beta - USA
J. Gotze, EA Fellows - Danemark
M. Hause, Atego - USA
W. Kleis, SAP AG - Germany
J-Y. Lignier, Club MOA - France
J-C. Mendez, AdN International - Mexico
E. Monnoyer, ERM Consultant - France
E. Noiret, IBM - France
H. Pacault, ORANGE - France
D. Ujoodah, Société Générale - France

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J-C. Lalanne, Air France KLM - France (Chair)
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F. Mercadal-Delasalles, Société Générale - France
G. Postel-Vinay, DGSIC - France
E. Pugeat, Crédit Agricole SA - France
T. Souche, Orange - France

Registration: www.dedm2014.dedm.fr

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