



# CIO Council

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# Lagardère

## INTRODUCTION TO LAGARDÈRE



# Lagardère: profile of the 4 Business units

**Lagardère**  
PUBLISHING

**World #3 Trade book publisher**

#1 in France, #2 in the UK,  
#3 in Spain, #4 in the US

**A multi-segment publisher**

Trade & Illustrated books,  
Education, Partworks

**A leading digital player**

**Lagardère**  
TRAVEL RETAIL\*

**World #4 in Travel Retail**

More than 4,500 shops in over  
30 countries and 220 airports  
worldwide

**Strong expertise in  
three business lines**

Travel Essentials, Duty Free &  
Fashion, Foodservice

*To be divested :  
Press Wholesale Distribution*

# Lagardère: profile of the 4 Business units

**Lagardère**  
*ACTIVE*

Leading magazine publisher

15 French titles  
81 international editions under  
license

French #1 TV audiovisual producer

France leading Internet & mobile  
media group

Major player in Radio in France

**Lagardère**  
*SPORTS AND  
ENTERTAINMENT*

Leader in football in Africa, Asia,  
England, France and Germany

Leader in sports marketing  
in Asia and Africa

Leader in the representation of golf  
players worldwide



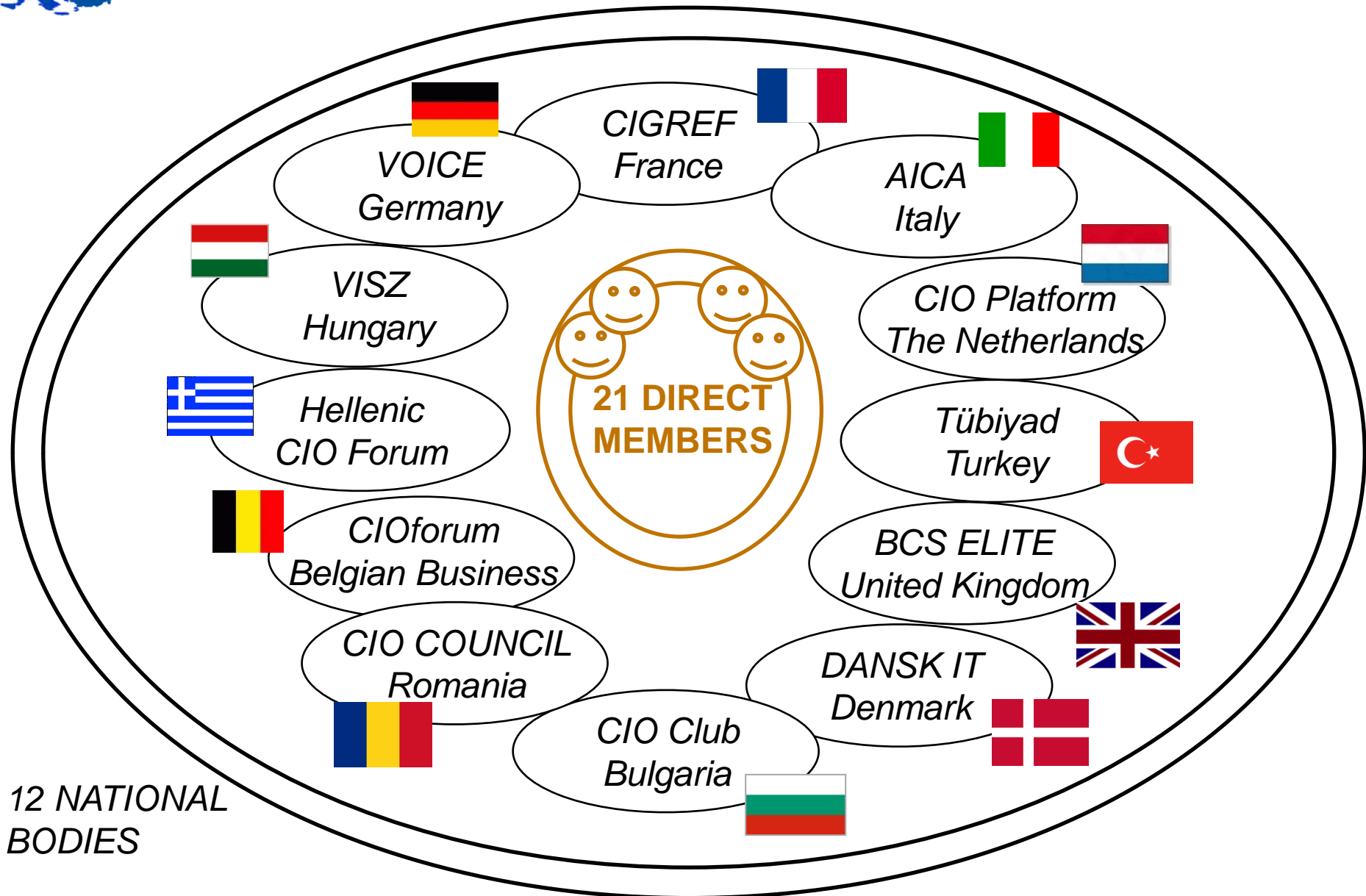
- 1. EuroCIO in a nutshell**
- 2. Key trends & learning for CIOs**
- 3. The future role of the “European CIO”**



# 1. Introduction to EuroCIO



# EuroCIO: European CIO Association



12 NATIONAL  
BODIES

# EuroCIO Direct Members:

***AGFA-GEVAERT***

***AIRBUS***

***BAYER BUSINESS SERVICES***

***BPCE***

***AKZO NOBEL***

***ENEL***

***European Patent Office***

***IKEA***

***INGNL***

***ISS group***

***IUCN (Conservation of nature)***

***LAGARDERE***

***LINDE***

***NATIONAL LOTTERY***

***NSG***

***NXP***

***PLASTIC OMNIUM***

***RENAULT***

***SHELL***


***THYSSEN-KRUPP***

***TOTAL***





# European CIO Association

- 
- EuroCIO was created by CIOs for CIOs in 2004.
  - An international **not-for-profit** association, registered in **Brussels**
  - **21** direct members (CIOs)
  - **12** National CIO Bodies and **16** European countries  
=> **1000+** consolidated members
  - Representing 700.000+ IT employees & consolidated IT budgets > €150 b

# EuroCIO: mission & Objectives

## *Representing the IT Demand side to the outside world*

- Influencing / Positioning } towards European Union authorities  
  } towards IT vendors
- Enabling pan-European platform for CIO and senior IT professionals



## Councils



- **Supplier Relationships (SRC)**
- **Cyber Security (CSC)**
- **Innovative Solutions and Initiatives (ISI)**



## Workgroups



- **Talent, eSkill Transformation & Education**
- **(National Association) Coordination**
- **Marketing / Communication**
- **Annual conference**

## Courses



- **Executive MBA (CIO)**
- **Information security management**
- **Business & Enterprise architecture**



## 2. Trends: how the world is evolving

# Key trends

1. Platform & cloud: the China / U.S battle; where is Europe?
2. Smart cities & autonomous mobility will create new standards
3. DATA is a strategic asset => Artificial Intelligence...
4. 5G vs. local Computing => Infrastructures !
5. Hardware & chips roadmap: AI enablers, Qbit?
6. E-Privacy? =>big discrepancies regarding geography!

# Learning for CIOs

- **INFRASTRUCTURE**

- Hybrid cloud & agile architecture allowing DATA centric approach
- 5G (2020) and/or Quantum computing (?) will lead the next disruption steps

- **PLATFORM INNOVATION**

- Smart cities/ home & health will drive new standards and generate tons of DATA
- Be ready for strategic deals with leaders based on Interoperability & costs...

- **DATA**

- Develop a new vision around DATA and working closely with the business
- Follow Regulations & compliance

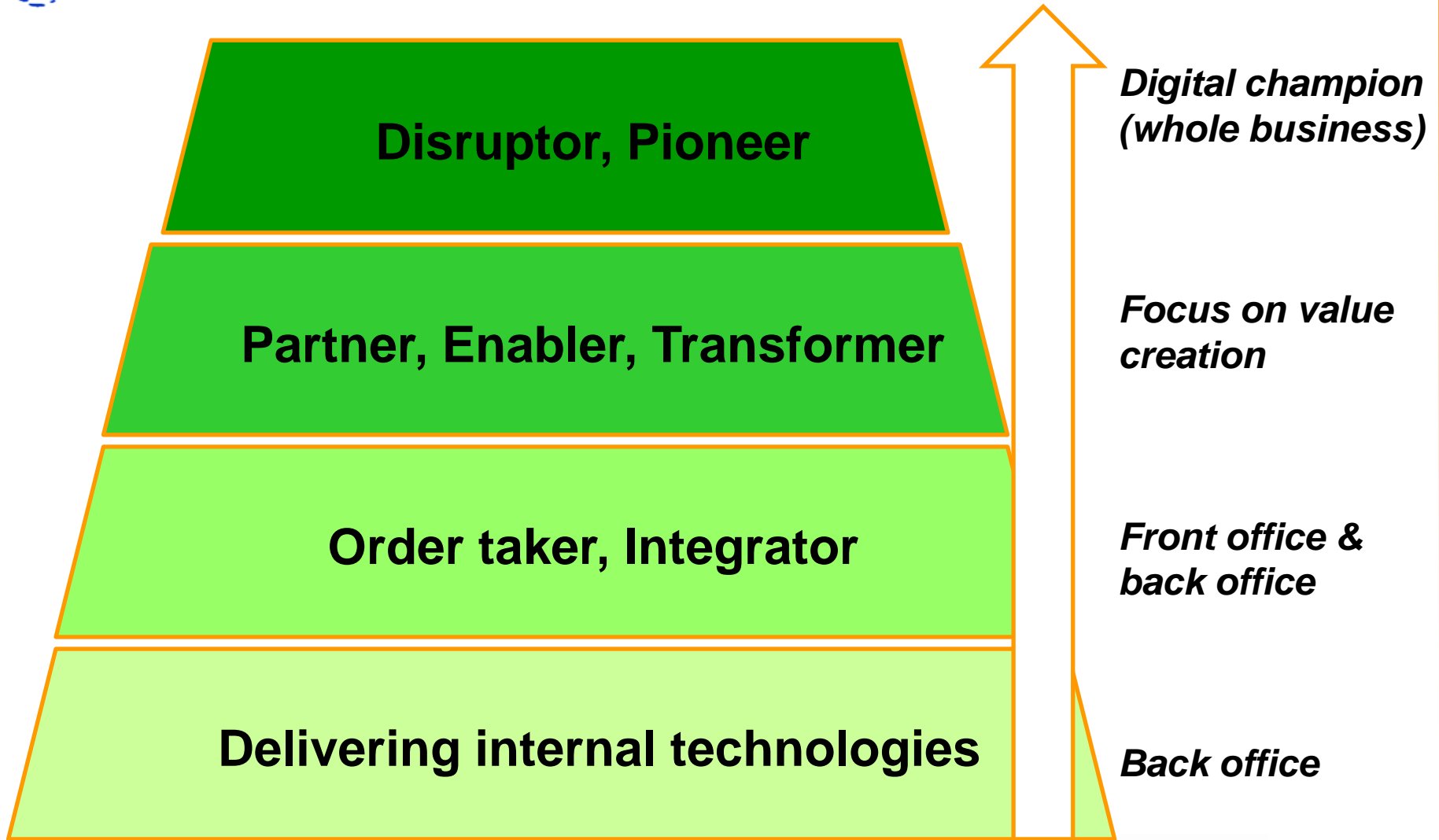
- **PEOPLE**

- Attract talents: Architects, security experts, AI experts and design thinkers...



### 3. The future role of the “European CIO”

# The 4 types of CIO





# Being a CIO: the essential ingredients

(source EY)

- A clear balance of both **technology skills and soft skills**
- A proven ability to **communicate** well at an executive level
- A good understanding of the **business**: ideally based on a past experience
- A clear ability to translate **financial** information into meaningful **insights**
- Strong skills in **vendor management**, contracting and negotiation
- A strong experience of delivering **change management** projects
- A wide experience of different **cultures** and working environments
- **A Talent** manager

# Bonus: My TODO list on security



- Implement an up-to-date security protection around company assets
- Map and Protect the DATA
- Control outsourced services
- Manage processes on users joining, users departing
- Manage Mobile devices like desktops and laptops
- Only allow controlled devices to join the network
- Deploy a strong password policy
- Implement basic security rules on network + WIFI
- Regular Training for the staff (techno, regulations...)
- User is the last barrier: Awareness and regular communication & training
- Apply AI to security solutions (be open to start-ups!)
- Prioritize actions based on a regular risks based analysis



**Thank you !**

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