

## THE FACE OF DIGITAL LEADERSHIP



## Thierry Souche

Group CIO, Orange

Director of the Board, TM Forum

### Why did you want to join TM Forum's board?

I wanted to join TM Forum's board to actively influence its strategy, as I consider TM Forum as critical in fostering efficient co-operation across the industry, between service and solution providers.

### How does your vision for digital leadership align with TM Forum?

Orange needs to take direct control of their customer touchpoints and consistently leverage data to deliver world-class customer experience anywhere, anytime and on any device. It will namely require enabling TM Forum-compliant APIs across all major back-ends, and adopting the Open Digital Architecture (ODA).

### What do you want TM Forum to achieve in the next 2 years?

If it succeeds in facilitating a wide adoption of ODA, TM Forum may catalyze an industry-wide, co-ordinated move towards digital operations, thus simultaneously enabling total cost of ownership reduction and speeding up local and global innovation within Orange.

### Where were you educated?

I lived in multiple cities in France when I was a child, moving every 3-4 years; I think this somehow gave me a taste for change and stimulated an ability to adapt to changing environments, while benefiting from a solid engineering education. In turn, my children have had the chance to live in the Netherlands, England, Romania and recently in France; they are genuine European citizens, and even my cat has a European passport!

### Describe your typical day

I start with videoconferences and calls with our teams in India, France, Egypt and

Romania, discussing everything from our mobile money platform to cybersecurity and the latest version of the new Orange Telephone app for Europe and MEA. In the afternoon we might review the progress on the development of our smart home solutions for Europe... Two sure things: I can't ever get bored with such an innovative environment...and I spend far too few hours coding myself!

### What do you consider your biggest professional achievement?

I would love to boast that Orange Labs Services completed its transformation to become a fully agile organization but I can't. Even though we have progressed well on the journey and made significant progress, the path is still long! I am really proud of the changes achieved so far to effectively support the IT revolution. Nevertheless, we can't stand the comparison versus truly digital native companies like Google or Amazon... One day, maybe?

### What big idea are you working on now?

With my team, and supporting IT teams in Orange operations, we are working on dramatically strengthening Orange in four areas:

- Securing our position in the renovation of transactional services
- Delivering the most friendly, simple and consistent customer experience in the home
- Enabling customer-centric digital operations in all countries
- Evolving our infrastructures and working environment to enable Orange to become a truly data-driven company

### Which worthy cause do you support?

Since being back in France, I sponsor a #SuperCoders initiative within Orange.

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