



## **Serge Bonnaud**

Lead Application CTO, Industry Solution  
*Member of the IBM Technical Expert Council France,  
Distinguished Engineer*



Since 1998, Serge Bonnaud has worked in the field of Software Development and System Engineering. He has also been involved in the healthcare industry, with the development of biological and medical data analysis systems for Ortho Clinical Diagnostics, subsidiary of Johnson & Johnson or the automation of the activity of pharmaceutical pharmacies (Pharmagest Interactive).

He joined IBM in 2004 after working at Verilog, CSEE (Compagnie des Signaux), Rational Software Corporation and Thomson CSF Defense where he held various positions as IT architect specialized on Engineering life cycle management and involved on real-time embedded weapon system design.

In IBM, Serge participated as an architect in various Internet of Things (IoT) projects using Big Data and Analytical technologies.

He also worked in the deployment and development of IBM Watson IoT for Automotive, the IBM solution for connected vehicles where he was the lead architect for two mission critical systems for car dealers (SOA Gateway) and monetization of the vehicle data. He helped to design and operate the related connected vehicle and services platforms (PSA connected car platform).

Since 2016, he has held the position of Technical Leader in the field of industry at IBM Europe where he is a client advisor and architect for various Industrie 4.0 opportunities in manufacturing.

More recently, Serge has been appointed as IBM Distinguished Engineer and since the 1<sup>st</sup> of September, hold the position of CTO, Industry Solution, IBM Europe.

Serge contributes to IBM's technical community and has quickly established himself as an Industry thought leader inside and outside of IBM proven by numerous publications and external conferences. He is a regularly invited speaker at European conferences, interviewed person by industry press.

Serge leads one Professional Commission on Big Data & Manufacturing (AFNET / CNIS) and is member of CNIS, ASLOG and RIRL.

Serge has published more than 80 articles, interviews and client papers on IBM's cutting-edge technologies (most of them are accessible on his LinkedIn profile).

One of the most recognized client paper is about **Industrie 4.0 and Cognitive Manufacturing**, downloadable at <https://www.ibm.com/downloads/cas/M8J5BA6R>

He is also an official IBM Ambassador for Education (Universities, Schools). He designs courses on AI and IoT and teaches at various recognized Engineering Schools.