

Artefact expands Africa operations with the appointment of Médéric Chomel as Managing Partner

London, 11th October 2023: Global data and AI consulting services specialist Artefact has appointed business transformation expert, Médéric Chomel to the newly-created role of Managing Partner for Africa. Based in South Africa, Chomel will build on the success of Artefact's Moroccan office to further develop the company's operations in the region.

With multi-disciplinary teams around the world, Artefact helps clients achieve tangible business results through data and ethical AI; taking an end-to-end approach, the company delivers data-driven transformation that meets the individual needs of each organisation.

A highly-skilled professional, Chomel has extensive experience in delivering successful data-driven projects that benefit the whole organisation. A graduate of prestigious engineering school, Ecole Polytechnique in Paris, he joins after 12 years with telecoms giant Orange, where he held various roles in Europe, Africa and the Middle East, frequently working with Artefact.

Most recently, as Chief Data Officer for Orange France, he oversaw the implementation of a company-wide data and AI transformation programme that included an AI-based application to ensure fibre installation compliance. In Jordan, where he was chief digital and innovation officer, deputy strategy officer and secretary to the board, he launched Orange Money, an e-wallet solution that reshaped financial services in the country, as well as an initiative to enhance the customer digital experience. Prior to that he undertook a successful stint as B2B chief marketing officer in Senegal. Overall Chomel's leadership at Orange has overseen projects that have delivered more than €200 million in business value.

Artefact opened its Africa bureau in Morocco in 2020, in recognition that the environment is both fast-growing and has an appetite for rapid digital transformation. Its local team of around 40 data and digital experts – a number that it aims to double by the end of 2024 – works with Artefact offices around the world; it counts as its clients major companies in Morocco across a range of industries including financial services, retail, energy, utilities, and telecoms.

Vincent Luciani, CEO and co-founder at Artefact says: *"Having collaborated closely with Médéric on several major projects at Orange we know the calibre that he brings and are delighted to welcome him to the Artefact team. Africa is an exciting region for us – the evidence to date indicates that data and AI will play a pivotal role in the continent's continued transformation; Médéric's skills, experience and enthusiasm will help us to build on the work already undertaken in Morocco and open up new opportunities to help more enterprises reach their potential."*



Chomel says: *“During my tenure at Orange I experienced first-hand the dedication and expertise of the Artefact team, as well as its commitment to innovation – the company continues to push boundaries so that organisations can truly benefit from their data and the ongoing evolution of technology and AI. When looking for my next challenge, the combination of being an Artefact partner and working in Africa, with its dynamic economy and vibrant youth culture that continues to embrace new technologies, was irresistible.”*

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ABOUT ARTEFACT

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1300 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 16 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide. www.artefact.com

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