

## Cédric O Joins Artefact's Board of Supervisors

**London; 21 November 2023: Artefact, a pioneering French company that has specialised in artificial intelligence and advanced data solutions for ten years, has appointed Cédric O as an independent member of its Board of Supervisors. Formerly the French government's Secretary of State for Digital Affairs, Cédric O has an in-depth understanding of the digital sector and has played a crucial role in the development of artificial intelligence in France.**

Having served as the Secretary of State in the governments of Edouard Philippe (2019-2020) and Jean Castex (2020-2022), and been an advisor on public investments and the digital economy to the President of the Republic, Cédric O has been at the heart of the French technology explosion. He founded the Next 40 index, initiated the Scale-Up Europe initiative to finance emerging European champions, and played a key role in the development of the first national AI strategy in 2018. Currently, Cédric O is a non-executive co-founder and advisor to Mistral, a global leader in large language models (LLM), a member of the expert committee dedicated to AI launched by Prime Minister Elisabeth Borne, and a member of the high-level advisory committee on space exploration of the European Space Agency.

Cédric O will contribute to Artefact's growth and development strategy as it aims to become Europe's largest AI services company. Artefact's model combines technical and operational expertise with consulting to accelerate business transformation in data and artificial intelligence. With international reach and support from French funds Ardian and Cathay Capital, Artefact works with companies of all sizes and in all business sectors to address data processing and analysis challenges. Cédric O will provide a complementary vision for the development of key services at Artefact, particularly those related to training, research, and accelerating businesses' adoption of AI.

According to **Cédric O**: *"Beyond the quality of its research and entrepreneurial ecosystem, France's success in AI relies on the ability of our industries to quickly and systematically embrace this technology shift. As a result, I am delighted to accompany Artefact, a leading French company at home and abroad, on its growth journey as it deploys AI solutions for large corporations and SMEs. With ten years of expertise in the data and AI sector, and specific knowledge of Europe, Artefact is at the forefront of challenges for which I have always been committed, blending excellence with the development of cutting-edge systems in an ethical and secure environment."*

**Vincent Luciani, CEO, and co-founder of Artefact**, states: *"I am thrilled about Cédric O's arrival at Artefact. His deep understanding of digital issues and AI development in France, as well as internationally, will be invaluable for Artefact. For several years, Cédric has been working towards creating a large-scale digital ecosystem in France, ensuring a shared digital transition for startups, large companies, and SMEs, along with a measured development of AI."*



**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](http://www.artefact.com)

**PRESS CONTACT**

**Kate Alexander** - +44 (0)7788 584413 - [kate@alexander.co.uk](mailto:kate@alexander.co.uk)

