

SAMI SAFRAOU

Director of AI Practice

AI adoption and organisational transformation, from strategy to everyday use by teams.

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Key figures

50+

AI acculturation sessions delivered

100+

AI training sessions run

300

Copilot users rolled out at RAJA

20

AI initiatives launched at RAJA, out of 44 identified

10 yrs

of transformation, including 5 in consulting at Wavestone

AI only creates value once it is adopted

For ten years I have helped large organisations transform: five years of consulting at **Wavestone** (Carrefour, EDF, Crédit Agricole), then Release Train Engineer on Intermarché's eCommerce programme (160 people), and today Director of the AI practice at Ahead Digital, where I manage a team of five.

My conviction: transformation in the age of AI is first a matter of **adoption**. A successful pilot changes nothing until AI becomes part of teams' daily work. That is why I pair every deployment with acculturation, training and change management: more than 50 acculturation sessions and more than 100 AI training sessions delivered.

To scale, I set up **AI Factories**: at RAJA, working with their teams from gathering needs to prioritising use cases, and internally at Ahead Digital, with an AI developer, to deliver continuously.

Highlights

RAJA: generative AI adopted company-wide

15+ acculturation sessions, 50 business interviews, 44 initiatives identified and 20 launched, 80 people trained, and **Copilot rolled out to 300 users**. RAJA now uses AI every day.

Two AI Factories to scale

At RAJA, in collaboration with their teams: gathering needs, analysis and **use-case prioritisation**. Internally at Ahead Digital, with an AI developer, to deliver continuously.

Boxy: a multi-agent system in production

Packaging assistant live on raja.fr (LangGraph, RAG, Azure AI Search): more relevant search, a **better customer experience**, fewer support requests.

PMU: AI in product teams' daily work

Prioritised use cases, agents **co-built with internal champions** for lasting ownership, an internal AI tool and Jira integrations.

ACTIVITIES

AI transformation & adoption

2023 – present

Director of AI Practice (GenAI) · Ahead Digital

Paris · enterprise clients

- **Run the practice** day to day and manage a team of 5.
- **AI adoption**: 50+ acculturation sessions and 100+ training sessions delivered, change management and support for teams through to everyday use.
- **AI Factories set up** at RAJA, with their teams (needs, analysis, prioritisation), and internally with an AI developer; designed Ahead Digital's AI Factory offer.
- Custom use cases and rollout of market solutions, with team training (Copilot, ChatGPT, Claude...).
- **Clients**: RAJA (company-wide rollout, Boxy assistant in production), PMU (product teams).

Consulting

2016 – 2020

Innovation Consultant · Wavestone

Digital & Emerging Technologies practice · Paris

- Five years of engagements for **major retail, energy and banking clients**, from framing needs to delivery, as Product Owner, RTE, architect, chatbot developer or BI consultant.

Carrefour

2018–2019 · RTE of a carrefour.fr train (innovative products, search engine): 40 people, PI Planning.

EDF · Edelia

2017–2018 · Product Owner of an IoT hub connecting B2C energy partners (Netatmo, Nest...) to EDF.

Crédit Agricole

2016–2017 · PO of a writing assistant (chatbot and speech-to-text) for advisers; chatbot built into the mobile app.

CA Consumer Finance

2016 · Performance indicators and data visualisation by retail partner (QlikView).

Retail & eCommerce

2020 – 2023

Release Train Engineer (SAFe) · Les Mousquetaires

Stime, Groupement Les Mousquetaires · Intermarché eCommerce programme · Paris

- **Coordinated a 160-person programme**: SAFe ceremonies (PI Planning, system demos, retrospectives).
- **Reorganised** the programme into feature teams (tribes / squads).
- Tracked backlog health, progress and risks with Product Management.

Entrepreneurship

2015–2016 ·
2025 – present

Co-founder & Product Lead · Flowshopper

GenAI SaaS for eCommerce product content, in production

- SEO- and GEO-optimised catalogue content, up to 10× faster, **in the brand's own style**: bulk generation, page by page, and product visuals.
- Previously co-founder of **Gymersion** (2015–2016), connected and immersive fitness.

Education

ECE Paris · Master of Engineering, information systems, international track · 2010–2015

Concordia University, Montréal · academic exchange · 2012

Tecnológico de Monterrey, Mexico · academic exchange · 2014

Skills & tools

AI adoption, change management, AI strategy, impact-based prioritisation, AI Factory, governance, agile delivery

Certification: SAFe® 5 Agilist

Tools: Microsoft Copilot, ChatGPT, Claude, LangGraph, Azure AI Search, Voyage AI, Jira

Languages

French · native

English · full professional