HAFEDH MESSAOUDI

Business, Digital & AI Transformation Advisor

in LinkedIn **in** LinkedIn

As a business, digital and AI transformation consultant, I support organisations and executives in designing sustainable transformations, aligning strategy, product, technology and human dynamics.

With over twelve years of experience in complex contexts (banking, insurance, public sector, data & AI), I work at the intersection of corporate strategy, product-oriented operating models, portfolio governance and execution.

I support product transformations that integrate AI, helping to identify high-value use cases, structure decision-making and governance, and integrate AI in a pragmatic and responsible manner into products and processes.

My approach combines Lean Portfolio Management, product thinking, scale agility, and principles from the neuroscience of learning, with a particular focus on engagement, decision-making clarity, and sustainability of change.

Digital Transformation

Collective Engagement

Flow Efficiency

AI for Product   Training

📋 SKILLS

Transformation

- Business & Digital Transformation ★★★★★
- AI Product Transformation ★★★★☆
- Lean Portfolio Management & Gouvernance ★★★★⯪
- Product-oriented operating models ★★★★⯪
- Agility at scale & flow optimisation ★★★★⯪
- Strategic support for executives ★★★★⯪
- Neuroscience-based learning and engagement ★★★★★

Types of Interventions

- Transformation diagnostics (strategy → delivery → run) ★★★★★
- Overhaul of governance and portfolio management ★★★★★
- Product model and platform design ★★★★★
- Exploration and prioritisation of AI use cases ★★★★★
- Executive strategic alignment workshops ★★★★★
- Coaching for executives, managers and transformation teams ★★★★★

🔤 LANGUAGES

🇬🇧 English ★★★★★
Lived 2 years in London, UK

☪ Arabic ★★★★★
Native

💼 EXPERIENCES

Business & Digital Transformation Consultant
EDF Power Solutions - Since October 2025 - Freelancer - Nanterre - France

- Leading a systemic transformation assessment of multi-product and multi-country programmes.
- Mapping of value streams, decision-making processes, bottlenecks and redundancies.
- Design of a Lean Portfolio Management model (intake, prioritisation, governance).
- Supporting the transition from a project/budget-based approach to a capability-based, value-oriented approach.
- Exploration of AI use cases (NLP, automation, decision support) to improve demand qualification and portfolio management.
- Facilitation of executive workshops (VSM, strategic alignment, roles & responsibilities, participatory budgeting).

Enterprise Agility & Transformation Coach
La Poste - January 2022 to March 2026 - Freelancer - Issy-les-Moulineaux - France

- Supporting the transition to a product-oriented organisation and SAFe.
- Advising management on value streams, portfolio structuring and flow optimisation.
- Coaching for managers, product managers and teams.
- Training and certification of over 460 individuals in scaled agility practices.
- Contribution to structuring governance and delivery in a Data & AI context.

Release Train Engineer / Agile Coach
Société Générale - April 2019 to January 2022 - Freelancer - La Défense - France

- Implementation of Lean Portfolio Management for DATA portfolios.
- Supporting the transition from a project culture to a product culture.
- Coaching for executives, RTE, product managers and architects.
- Design of strategic management dashboards.

- Role of RTE on critical data platforms.

Product and Team Agility

Banks, Publishers, Insurance Companies - 2010 to 2019

- 2019 - 2019: Product Coach at Europ Assistance
- 2016 - 2019 : Agile Coach at BNP Paribas CIB
- 2012 - 2015 : Agile Team Leader at Banque de France
- 2011 - 2013 : Scrum Masters Lead at Linedata
- 2010 - 2011: Scrum Developer at Cylande Africa

✈ INTERESTS

Travel

Experiencing the world through new perspectives

Literature

There is no such thing as 'truth'

🎓 EDUCATION

Software Engineer
INSAT
2004 to 2010

Professional Coach Consultant
LINKUPCOACHING
January 2020 to September 2020

🎗 CERTIFICATIONS

 Training from the Back of the Room Certified Trainer 04/2022

 SAFe SPC 01/2021
(View certification)

 Fundamentals of Neuroscience, Part 1: The Electrical Properties of the Neuron 10/2023
(View certification)

 Certified OKR Practitioner (C-OKRP)™ 03/2022
(View certification)

📁 PORTFOLIOS

Certifications

📅 CONFERENCES AND EVENTS

Since 2023 - Sessionize - International Speaker (Speaker)

- Top 3 % Speakers Worldwide (Sessionize)
- https://sessionize.com/hafedh-messaoudi/

2024 et 2025 - Agile en Seine - Paris - Speaker (Speaker)

- Conference "Ralentir pour mieux accélérer"
- Atelier "Les Neurosciences de l'Engagement"

2025 et 2026 - Scan Agile - Helsinki - Workshopper (Speaker)

- Workshop "The Neuroscience of Engagement"
- Workshop "Stop Copy Pasting Workshops! Let's cook yours"

2025 - Agile Prague - Speaker (Speaker)

Conference "Neuro-Agile Transformation - Unleashing Brain Power for Learning and Change"

Since 2023 - Autres Conférences - Speaker (Speaker)

- Agile Tour Genève 2024 / Agile En Med Casablanca 2024 / "Ralentir pour mieux accélérer! Transformer les Défis en Succès avec l'Approche Systémique"
- Agile Tour Lausanne 2024 "Arrêtez de patauger ! Boostez vos transformations avec les neurosciences de l'apprentissage"
- 9ième Journée Agile au Mans "Les neurosciences de l'engagement"
- Agile meets Architecture 2025 "From Raid Leader to Agile Leader: How MMORPGs Shaped My Path to Enterprise Agility"
- Lead Innovation Day 2025 "Practical Tools for Designing Transformative Workshops"
- LudiNord Pro 2025 "Les neurosciences de l'engagement"
- Agi'Lille 2025 "Arrêtez de patauger ! Boostez vos transformations avec les neurosciences de l'apprentissage"
- Agile Tour Nantais 2025 "Arrêtez de patauger ! Boostez vos transformations avec les neurosciences de l'apprentissage"