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**Pierre Bonnet**

**Vice President Product and Viet Nam Engineering - TIBCO Software**

**Founder of the think tank:** [**www.smartup-growth.com**](http://www.smartup-growth.com)

**Expert in Data Management and IS/IT strategy**

Pierre Bonnet is the Vice President Product and Vietnam Engineering for TIBCO Software. An IT veteran with over 20 years of experience in Information and Communications Technology (ICT) and data management, Pierre has managed various complex Information Systems/Information Technology (IS/IT) projects for different companies across Europe and Asia. He is an adept and versatile leader with a keen focus on reshaping IS/IT in a progressive way, through sustainable IT architecture.

Pierre has been deeply involved in the management of IT teams, as well as writing, presenting and defending of reports to decision-makers within IT departments and business executives to initiate Service-oriented architecture (SOA), Data Governance and Master Data Management (MDM) programs.

Prior to TIBCO Software, Pierre co-founded Orchestra Networks in 2000 and served as Chief Operating Officer for the company’s headquarters in Paris, France as well as Chief Executive Officer of its local subsidiary in Hanoi, Vietnam. During this time, he led the growth of Orchestra Networks from a start-up to a recognized worldwide software vendor, specializing in Data Management and IS/IT projects in particular. The company was acquired by TIBCO Software in 2018.

Pierre is also the author of two books entitled, “Enterprise Data Governance - Reference & Master Data Management - Semantic modeling” and “Sustainable IT Architecture.” This work was published in 2009. He has recently launched the [www.smartup-growth.com](http://www.smartup-growth.com) initiative as a legacy to clarify the future of ICT.

Pierre graduated from The National Institute of Applied Sciences (INSA) at Lyon and is currently based in Vietnam Hanoi and France Paris.

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