

Joining the Board of Directors

INDEPENDENT DIRECTOR

Expertise

Entrepreneurship, digital transformation, responsible digital technology, sovereignty, steering of complex ecosystems.

Professional background

- Digital entrepreneur since 1998; co-founded Black Orange, an e-commerce start-up sold to Éditions Atlas in 2000.
- Then headed Masterline for five years, before co-founding Alter Way in 2006, a services company specializing in open source solutions.
- Led Alter Way (2006–2026), of which Econocom was the majority shareholder between 2015 and 2021, then joined the Executive Committee of the Smile group following its acquisition of Alter Way.
- Director of Numeum since 2013; Chair from June 2023 to 2026, during which time she also chaired Tech7 and launched the “Equipe de France du Numérique” (French Digital Team) initiative.

Commitments and honors

- Committed advocate for Europe and responsible digital technology, notably through the Planet Tech'Care initiative
- Former member of the French National Digital Council (2016–2018)
- Decorated with the French Ordre national du Mérite (2015 and 2025)

Education

Engineering graduate of CPE Lyon
IHEST Auditor



Véronique Torner

Investor