MICHEL WOZNIAK

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SUMMARY

Strategic Advisor and Senior AI-enabled Executive with 20+ years of experience, specializing in artificial intelligence, strategic leadership, and business transformation across the engineering, technology, training, and executive advisory sectors.

- Brings a rare blend of 13 years in enterprise information systems leadership, 10 years building and leading a strategic training and coaching business, and a specialization in Artificial Intelligence to help organizations align innovation, governance, and leadership effectiveness.
- Track record includes leading large-scale information systems transformation for a global automotive group, advising leaders and institutions on performance, learning, and strategic change, and serving in international boards, ambassador emeritus, and vice-president appointments across education, leadership, and professional organizations.
- Recognized for translating technical complexity into data-driven business decisions, strengthening cross-cultural stakeholder engagement up to the C-suite and Board level, and guiding executives through growth, change, and capability development in multinational environments.
- Combines enterprise technology credibility with human-centered leadership expertise, supported by an MBA in Artificial Intelligence, engineering credentials in information systems, European engineering credentials (EURING), multilingual fluency, and established experience working with senior leaders, medical teams, educators, and international institutions.
- Offers Swiss employers a broad advisory profile spanning AI strategy, digital transformation, governance, executive education, organizational development, stakeholder management, and cross-border leadership.

SKILLS

– AI Strategy	– Enterprise Architecture	– Cyber Intelligence
– Strategic Leadership	– Technology Roadmapping	– Competitive Intelligence
– Executive Advisory	– Change Management	– Program Management
– Board Governance	– Stakeholder Management	– Leadership Development
– Digital Transformation	– Risk Management	– Executive Coaching

LEADERSHIP AND ADVISORY EXPERIENCE

SME Global Ambassador (Vision 2030) | SME Global	*2025 – Present*
Administrator | UNICNAM (National Union of CNAM Engineers)	*2023 – Present*
Partner | VICI Swiss Competitive Intelligence	*2022 – Present*
Vice President | The Brain Trust Charity (NGO)	*2022 – Present*
Vice President; Grandmaster Instructor; Exclusive Representative for Europe | Tony Buzan International	*2019 – Present*
International Ambassador Emeritus | Tony Buzan International	*2019 – Present*
Trainers' Trainer | Finish Training Center (Romania)	*2019 – Present*
Trainer in Learning Strategies | Faculty of Science of Education and Psychology, Cluj (Romania)	*2019 – Present*
Founding Member; Co-Creator | APAC (Association for Learning and for the Brain)	*2018 – Present*
Trainer for psychiatry staff | Espace Compétences (Cully, Switzerland)	*2016 – Present*
Member | EMCC (European Mentoring and Coaching Council)	*2016 – Present*
Member | GOMSA (Guild of Mind Sport Arbiters)	*2016 – Present*
Learning Director | Tony Buzan Group Limited	*2019 – 2022*
Coach | Advanced Mindset Maps Coaching with Robert Dilts	*2022*
First French-speaking Master Trainer (Honorary Recognition) | Richard Bandler, Co-Creator of NLP	*2022*
Co-Founder | IFAC (Institute of Training in the Art of Change), Switzerland	*2018*
Research Member | Linkup Coaching Research Centre	*2016 – 2018*
Founding Member, Science Committee | IRHC (Institute of Research in Clinical Hypnosis)	*2014*
Trainer in Learning Strategies | KEDGE Business School (Marseille, France), for Masters level students	*2013; 2014*
Metacognitive Project Lead | MES Private Secondary School (Geneva, Switzerland)	*2014*
Trainer and Course Creator, "Learning to Learn" | ARCHE (Paris, France)	*2013*
Founding Member and President, Board of Directors | SNH (National Syndicate of Hypnotherapists)	*2013*
Research Group Member, Learning Sciences and Neuroplasticity | ARCHE (Paris, France)	*2012*

Michel Wozniak Sàrl (OptimiStra®) — Valais, Switzerland
Founder and CEO — *November 2018 – Present*

- Built and scaled a Switzerland-based advisory, coaching, and executive training practice, guiding cross-industry leaders through strategic change and performance improvement.
- Advised senior stakeholders on strategic leadership, decision-making, and transformation priorities, translating complex challenges into clear roadmaps and governance-ready recommendations.
- Designed and delivered AI-informed leadership programs that strengthened executive alignment, communication, and accountability across multi-site and multicultural environments.
- Partnered with organizations in cyber intelligence and competitive intelligence to support leadership teams with risk-aware strategy, scenario planning, and threat-informed decision support.
- Led end-to-end client engagements from discovery through delivery, using structured diagnostics, stakeholder interviews, and measurable learning outcomes to drive adoption.
- Facilitated executive workshops and capability-building sessions using evidence-based learning methods, accelerating skill transfer and sustained behavior change in teams.
- Developed and commercialized proprietary training IP under the OptimiStra® brand, strengthening positioning in leadership development and organizational effectiveness.
- Delivered programs in French and English and supported international audiences, ensuring consistent executive-level communication and stakeholder management across regions.

OptimiStra (Optimization of Strategies) — France and International
Founder — *February 2015 – August 2018*

- Launched and grew a coaching and professional training business, delivering leadership and performance programs to individual leaders, teams, and organizations.
- Structured client engagements around measurable objectives, using diagnostics and coaching frameworks to convert behavioral goals into repeatable execution habits.
- Delivered workshops on learning strategy, communication, and decision-making, tailoring content to stakeholder needs across education, healthcare, and corporate settings.
- Built a referral-driven pipeline through thought leadership, partner relationships, and repeat engagements, strengthening brand credibility and long-term client retention.
- Facilitated change-focused interventions to reduce limiting patterns and improve resilience under pressure, supporting faster recovery and sustained performance.
- Created reusable training assets and facilitation materials to standardize delivery quality, shorten preparation cycles, and improve consistency across sessions.

Habilitat Rehabilitation Center — Hawaii, USA
Specialist Practitioner (Clinical Intervention) — *July 2014; January 2015; January 2016*

- Selected as one of a small, invitation-only group of practitioners authorized to deliver intensive intervention work focused on addiction patterns and destabilizing emotional states.
- Executed structured, high-stakes sessions within a residential rehabilitation setting, supporting client stabilization and readiness for sustained recovery plans.
- Partnered with clinical leadership and on-site teams to align interventions with treatment goals, maintaining appropriate boundaries, documentation discipline, and continuity of care.
- Earned a formal recommendation letter from the Clinical Director in recognition of clinical professionalism, effectiveness, and collaboration in a sensitive environment.

PSA Peugeot Citroën — Mulhouse, France
Global Project Manager, Intercontinental Strategic Sourcing — *July 2007 – December 2014*

- Intercontinental logistics project manager on a €60M global redesign of the logistics information system for intercontinental supply, delivering a new platform from prototype (two years in total autonomy) through production launch.
- Enabled ~€200M reduction in factory inventory through redesigned sourcing and replenishment workflows, supported by intelligent algorithm-based optimization.
- Directed cross-functional stakeholders across Logistics, IT, and manufacturing sites worldwide, aligning requirements, governance, and delivery milestones across regions.
- Architected and deployed end-to-end system capabilities covering design, build, integration, and rollout, strengthening supply chain visibility and execution discipline.
- Earned two formal recommendation letters, including recognition from Group Logistics Information Systems leadership and senior executives tied to program outcomes.

PSA Peugeot Citroën   **Bessoncourt, France**
Cross-Functional Project Manager, IS Monitoring and Prevention   *November 2006 – June 2007*

- Delivered a standardized LAMP (Linux, Apache, MySQL, PHP) architecture for headquarters, HR, Legal and corporate systems, strengthening reliability and reducing implementation variability across projects.
- Partnered directly with the headquarters and HR Information Systems Steering Committee to reinforce global monitoring and prevention controls across enterprise information systems.
- Drove cross-functional alignment on technical standards, security expectations, and deployment governance to improve system resilience for headquarters and HR domains.
- Defined repeatable build and rollout practices that improved platform consistency and accelerated onboarding for new HR and staff-facing applications.
- Received a formal recommendation letter from the Deputy Director responsible for HRIS, a member of the Group Information Systems Steering Committee.

PSA Peugeot Citroën   **Bessoncourt, France**
Manager, Technical Integration Team (Global HRIS Transformation)   *September 2005 – October 2006*

- Led the Technical Integration team for the new global Human Resources Information System, coordinating integration readiness across platforms and environments.
- Orchestrated end-to-end technical integration activities including interface alignment, data flow validation, and deployment planning to support production cutover.
- Translated HR and corporate requirements into technical execution plans, tightening governance across vendors, internal IT teams, and project stakeholders.
- Established integration standards and quality checkpoints that reduced downstream defects and improved reliability during testing and rollout cycles.
- Supported program leadership with progress reporting, risk tracking, and technical decision support to keep delivery aligned with timeline and scope.

PSA Peugeot Citroën   **Bessoncourt, France**
Project Manager, Group LAMP Core Architecture   *February 2005 – August 2005*

- Defined a standardized LAMP (Linux, Apache, MySQL, PHP) integration core for group-wide deployment, lowering infrastructure cost and improving system reliability.
- Built technical standards and implementation guidelines to improve security posture and reduce inconsistencies across distributed application teams.
- Coordinated stakeholders across HR and corporate domains to align platform requirements, deployment constraints, and governance expectations.
- Established a repeatable deployment approach that accelerated adoption of the core stack while supporting maintainability across environments.
- Documented architecture decisions and operational practices to enable scalable rollouts and smoother handoffs to run and support teams.

PSA Peugeot Citroën   **Bessoncourt, France**
Technical Integrator and Project Manager, HR and Corporate Systems   *April 2001 – January 2005*

- Delivered technical integration for HR, corporate headquarters, and legal information systems, supporting multiple concurrent projects across business units.
- Coordinated end-to-end implementations spanning requirements translation, environment setup, system integration, and production releases to maintain service continuity.
- Executed risk and issue management across stakeholders, resolving integration blockers to keep projects on schedule and aligned with operational constraints.
- Implemented and supported enterprise platforms and middleware components, improving reliability and maintainability for business-critical applications.
- Produced technical documentation and handover materials that improved support readiness and reduced recurring incidents post-deployment.

FORENAP, Neurosciences Applied to Psychiatry Research Group   **Rouffach, France**
Software Engineering Intern (Client/Server Application Development)   *2000*

- Built a client/server application to remotely control EEG amplifiers, enabling secure device operation across a protected local network for research use.
- Translated lab requirements into functional workflows and validated performance through testing, improving reliability and day-to-day usability for researchers.
- Documented setup and operating procedures to support repeatable deployment and smooth handoffs to non-technical clinical research staff.

EDUCATION

MBA in Artificial Intelligence (with Merit) | University of Cumbria and Robert Kennedy College   *2025*
Brevet Fédéral de Formateur (Federal Trainer) | Swiss Confederation   *2022*
Professional Coach Certification (RNCP Level 1 equivalent; Master's Equivalent in France) | Linkup Coaching   *2014*
<u>Specializations</u>: Sportsman's Mental Preparation; Non-Violent Communication; Business Coaching; School Coaching; Stress Management
European Engineer (EURING) in Information Systems | FEANI (European Federation of National Engineering Associations)   *2010*
Engineer Diploma in Information Systems (with Honors) | CNAM Alsace (Mulhouse, France)   *2007*
DEST (BAC+4) in Computer Engineering, Information Systems option | CNAM Alsace (Mulhouse, France)   *2006*
DUT GTR in Telecommunications and Network Engineering (with Honors) | IUT Colmar (France)   *2000*

CERTIFICATIONS

NHR (Neuro-Hypnotic Repatterning) Certification | NLP Seminars Group International   *2025*
Coach in Neurosciences Certificate | Dr Philippe Pencalet   *2023*
Advanced MindsetMaps Coach Certificate | Robert Dilts   *2023*
Sleight of Mouth Certificate | Robert Dilts   *2023*
Advanced Sleight of Mouth Certificate | Robert Dilts   *2023*
Micro Expressions Profile Certificate | Paul Ekman Group   *2023*
Micro Expressions Intensive Certificate | Paul Ekman Group   *2023*
Responding Effectively: Law Enforcement Certificate | Paul Ekman Group   *2023*
Responding Effectively: Work Certificate | Paul Ekman Group   *2023*
Trainer in Teaching Excellence Certificate | Matrix Essential Training Alliance   *2022*
NewCode NLP for Coaching Excellence Certificate | International Training Association of NLP (ITANLP)   *2020*
Secrets of Hypnosis Certificate | NLP Seminars Group International   *2019*
Coach Trainer Certification | NLP Seminars Group International   *2018*
DHE (Design Human Engineering) Certification | NLP Seminars Group International   *2017*
Mind Sports Arbiter Level 1 Certification | GOMSA and WMSC   *2016*
NLP Trainer Certification | NLP Seminars Group International   *2016*
NLP Master Practitioner Certification | NLP Seminars Group International   *2016*
Strategic NLP and Hypnotic Patterns for Learning Certification | NLP Seminars Group International   *2016*
Persuasion Engineering Certification | NLP Seminars Group International   *2016*
Accredited Senior Trainer Certification | ThinkBuzan   *2015*
Applied Innovation Trainer Certification | Open Genius   *2015*
Accredited Speed-Reading Trainer Certification | ThinkBuzan   *2015*
Accredited Memory Techniques Trainer Certification | ThinkBuzan   *2015*
NLP Practitioner Certification | NLP Life Training   *2015*
Accredited Mind Mapping Trainer Certification | ThinkBuzan   *2015*
Emile Coué Conscious Positive Autosuggestion Certification | Association Emile Coué   *2015*
Criminology Certification | OnlineAcademies   *2015*
Advanced FasterEFT Practitioner Level 4 Certification | FasterEFT   *2015*
Systemic Coaching Certification | Malarewicz Formation   *2014*
Psychopathology Certification | Indigo Formation   *2014*
Conversational Hypnosis Certification | ARCHE   *2014*
Behavioral Analysis Certification (Paul Ekman method) | ARCHE   *2014*
Advanced Practitioner in the Law of Attraction Certification | Global Sciences Foundation   *2013*
HypnoNatal Practitioner Certification | HypnoNatal   *2012*
GeoBioPhysics Practitioner Certification | IGA Institute of Applied GeoBioPhysics   *2012*
NLP Practitioner and NLP-H (Hypnotic NLP) Certification | ARCHE   *2012*
NLP Master Practitioner Certification | AUNLP   *2012*
Ericksonian Hypnosis Practitioner Certification | ARCHE   *2011*

TRAINING

Mastering the Close | Grant Cardone   *2022*
Advanced Closing and Negotiating Strategies | Grant Cardone   *2022*
Professional Prospecting Strategies | Grant Cardone   *2022*
Understanding Buyer Psychology | Grant Cardone   *2022*
Practitioner, The Inner Game of Sport | The Inner Game   *2021*
Practitioner, The Inner Game of Life | The Inner Game   *2020*
LEGO SERIOUS PLAY Facilitator Training | AVEA Partners   *2018*
Teaching Excellence Training | Matrix Essential Training Alliance   *2018*

Oratory Art Training | Chris Anderson   *2017*
Yumeiho Level 2 Practitioner Training | Yumeiho (Cluj)   *2017*
Integrative Heart Coherence Training | David O'Hare   *2017*
Neuro-Business School Training | David Lefrançois   *2016*
Become a Professional Trainer Training | Leandro Lozahic   *2016*
Orchestrated Launch Training | Le Marketeur Français   *2016*
Sales Machine Training | Le Marketeur Français   *2016*
Webinar Formula Training | Le Marketeur Français   *2016*
The Video Revolution 2016 Training | David Jay   *2016*
Occasional Trainer Certification Program | CSFC   *2015*
Clinical Research in Hypnotherapy | American Hypnosis Association   *2015*
Dynamic Hypnotic Communication | American Hypnosis Association   *2015*
Emergency Hypnosis | American Hypnosis Association   *2015*
Hypnosis and Pain Management | American Hypnosis Association   *2015*
Hypnosis and Sport Performance | American Hypnosis Association   *2015*
Pre and Post Surgery Hypnosis | American Hypnosis Association   *2015*
Video Launches Training | David Jay   *2015*
Business 3G Training | Laurent Chenot   *2014*
The Video Revolution Training | David Jay   *2014*
Advanced Hypnotherapy Training | SNHS   *2010*
Iridology Training | SNHS   *2010*
Knowledge of Self and Knowledge of the Human Training | CRAM Montreal Counselling Center   *2010*

LANGUAGE CREDENTIAL

TOEIC English test (985/990) | ETS (Educational Testing Services)   *2011*

MULTI-TOPIC CERTIFICATION PROGRAMS

Natural Health Sciences Certifications (Child Psychology, Clinical Hypnosis, Advanced Meridian Psychotherapy, NLP, Reflexology, Holistic Pain Management, Smoking Cessation) | SNHS   *2012*
Cellular Medicine (Basic and Advanced) | Dr Rath's Alliance for Health   *2012*

PUBLICATIONS

Carnet de bord d'un expert en stratégies mentales (Book) | Introduced by Richard Bandler   *2016*

HONORS AND RECOGNITION

Officer's Cross, Companionate of the White Swan | Prince Marek Kasperski (in the name of the Polish government)   *2017*
Bronze Medal, World Speed Reading Championships (Singapore) | World Speed Reading Championships   *2016*

ADDITIONAL INFORMATION

Professional and Technical Training | Java (Hibernate, Spring, J2EE, XML) (21–35h) • Web (HTML, CSS, JavaScript) (21h) • LAMP (21h) • Oracle (SQL/PLSQL, DBA1, DBA2 Backups, Essential) (7–35h) • PeopleSoft (PeopleTools 1–2, Data Admin and Upgrade) (35h) • IBM WebSphere Administration (28h) • iPlanet Directory Services Analysis (28h) • Domino Application Deployment (14h) • $Universe (Param, Multifunction) (28–35h) • Apache Administration (28h) • UML (Framing, Analysis, Conception) (28–42h) • CMMI (28–35h) • Project Management (42h) • Metis Quality Center Testing (28h) • Communication, Succeed in the Dialogue (28h) • MS Project Collaborative (7h) | 2002–2011

Languages | Languages | French (Native) • English (Fluent; TOEIC 985/990, BULATS 90/100 level 5) • Polish (Fluent) • Romanian (Fluent) • Spanish (Fluent) • German (Basic) • Italian (Basic)

Interests | Guitar • Travel • HIIT • Weightlifting • Walking • Swimming

Personal Details | Nationality: French, Swiss Resident (Valais) since 2018 with Permit C; Age: 45 Years