

Summary

I have 10 + years of experience in software engineering, architecture and mobile technologies. Being an entrepreneur, a CTO and an inventor at the same time helped me to build and manage innovative tech startup.

Passionate about technology I founded Phonitive in 2009 to build cutting edge mobile applications. In 2012 I launched Touchalize, the unique interactive video technology that enables people to modify the video stream on mobile devices while video is playing.

Recognized as an award winning technology Touchalize has become our main business.

I hold several patents. One of them is for the pairing a mobile with a screen and refers to Phonitive early days when mobile development was our main activity. Another patent concerns my invention of Touchalize and technology capabilities such as real-time video modification, rendering and encoding.

Deeply experienced in mobile and web, with a strong understanding of technology I'm enthusiastic about creating awesome products and sharing my experience.

Personally I'm passionate about Internet of things and visual effects innovations for video.

Specialties:

Business and Technology Management, R&D, Software development, Algorithms, Software Architecture, Scalability, Production Infrastructure, Software Design, 3D, Mobile Technology, Mobile Ad Tech, Business Strategy, Team Management

Experience

Founder | CEO | CTO at Phonitive | Touchalize

January 2012 - September 2014 (2 years 9 months)

Touchalize is a self-service and fully scalable platform for interactive video advertising across multiple screens. Heading technology strategy and managing R&D engineering and production team I led building of an HTML platform with a scalable, cloud-based architecture that enables agencies and ad networks to

- create truly interactive video ads in several clicks (without coding)
- measure engagement results in real time via our tailored analytic system engine.

I created algorithms and built technology functionalities of real-time video rendering that include

- Modification of a video stream in real time
- Streaming of live interaction results on mobile devices
- Generate simultaneous encoded streams so that each user can interact with his/her video or receive personalized for him/her video stream

Touchalize technology is used today by such clients as Renault, Digitas, Orange, France 24, etc.
3 recommendations available upon request

Co-President of Innovation & Advisory Committee at DigitalPlace

June 2011 - January 2014 (2 years 8 months)

Founder | CEO | CTO at Phonitive | Mobile development

May 2009 - January 2012 (2 years 9 months)

I managed and oversaw the engineering, defined and established technology strategy and created a strong technical expertise inside Phonitive. Bringing innovative vision for mobile development I led about 50 mobile projects for iOS and Android. Key applications are based on highly engaging user experience and such features as music and video players, video streaming, e-commerce, location, real time messaging, etc. Here are some highlights :

- Ringbuilder, Phonitive's iPhone app to create ringtones - reached top 25 in many countries and became #1 of the French AppStore during 10 days. There are 1 million + users all over the world.
- multiple R&D projects for Orange to create cross-device iOS and Android applications with innovative UI features. Mobile strategy consulting.
- Interactive iPad application for Veolia
- Interactive e-book Martine for Casterman
- Chat application Tchatche for Index Multimedia

Team Manager and Senior Software Architect at Cegedim Activ

October 2007 - March 2009 (1 year 6 months)

I managed and oversaw the engineering division that developed the software for the French State Health Insurance. As a software architect I defined technical solutions allowing to integrate real time data access functionalities into existing infrastructure of Health Card Terminals.

Senior Software Architect at Banque Populaire

2006 - 2007 (1 year)

Software architecture and data management for the payment terminal softwares and credit card terminal applications.

Software Architect | Java Expert at Index Multimedia

2005 - 2006 (1 year)

Led the architecture and development of a scalable platform generating multiple mini-sites (web and mobile). Defined technology solutions to improve existing products.

Managed JVM performance optimization to implement a scalable solution for the BtoC mobile customer platform to download music ringtones.

1 recommendation available upon request

Software Engineer at Petris Technology

2004 - 2005 (1 year)

Identified and built efficient architecture solutions for clients' database softwares.

Led the technical aspects of the integration of data exchange software between multiple drilling applications

1 recommendation available upon request

Software Developer at Total

January 2003 - September 2004 (1 year 9 months)

Developed the drilling application including virtual simulation and 3D components.

Education

Ecole centrale de Lille

IG2I, Master's degree in Computer Science & Electronics, 1998 - 2003

Activities and Societies: BDE, Junior Entreprise

IG2I

Ingénieur, Génie Informatique et Industriel, 1998 - 2003

Guillaume Lemoine

Paris Area, France

CTO | Senior Software Architect | Mobile Technology | Ad Tech | Video Tech Expert

LinkedIn® Recruiter

5 people have recommended Guillaume

"Guillaume is a very bright strategic thinker, and technology visionary. He is focused, practical, and effective in his role as CEO of Phonitive. He was able to deliver impressive, high quality product quickly, even in the face of severely limited resources and loosely define requirements. He is also a pleasure to work with, a great guy. "

—**Jonas Hellgren**, worked directly with Guillaume

"Guillaume is a creative and very productive developer. He has taken his ideas, made them realities and offered them to the market. Very brave and steadfast. He is also a pleasant fellow to work with!"

—**Jeff Pferd**, *Sr VP Development, Petris Technology*, managed Guillaume indirectly at Petris Technology

"Guillaume's technological brilliance has resulted in the emergence of his brainchild solution, 'Touchalize', an amazing interactive touchscreen technology which is setting the worlds of mobile video marketing, mobile video advertising and mobile games alight. It's a technology of the future, available now, and Guillaume's acute, tough business ability and focus has seen him build a brilliant team around him at Phonitive who are poised for great things. Advertising agencies and brands will love this technology and dealing with such a great bunch of people. But what's also special about Guillaume is that, as well as being a tech genius and tough in business - he's one of the nicest, most decent guys around!"

—**Tim Guest**, *Managing Partner, ATROPOS Communications*, was a consultant or contractor to Guillaume at Phonitive

"I knew Guillaume when we were at Index. He gave me chance to work with him on the launch of Touchalize. He is a very passionate creator, energizing really cute innovations, and don't hesitate to code with his staff, adding more motivation to create. Phonitive is a successfull company not only by its products, but also because of the friendship between him, Elena and the employees. No borders, no limits."

—**Xavier Mouton-Dubosc**, *Web developer freelance / dagence.pro, da scritch com works*, reported to Guillaume at Phonitive

"Guillaume a toujours su brillamment répondre aux besoins des projets, tant par ses qualités techniques que par son autonomie, Rajoutons à cela de réelles qualités humaines qui font que ce fut un plaisir de travailler avec lui."

—**Christophe Rey**, *Expert Software Engineer / Team Manager, Index Multimedia*, managed Guillaume at Index Multimedia

Profile Notes and Activity (1)

9/11/2014 — View by Clémentine Daines