

& JEAN-FRANCOIS BARSOUM

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SENIOR MANAGING CONSULTANT SMARTER CITIES, WATER & TRANSPORTATION AT IBM



Since joining IBM in the mid-1990s, Jean-François Barsoum has provided strategy advice to a diverse set of clients: financial institutions, higher education, professional associations, pharmaceutical companies and telecoms. He has also been invited to speak at conferences on the subjects of innovation, smarter transportation and climate change on four continents.

For the past decade, Jean-François has participated in numerous conferences on water and environmental management, led IBM's ties with some related research organisations and NGOs. He helped develop some core smarter cities concepts and has deepened IBM's involvement with several North American cities as a result.