

# Ludovic Copéré

Single, born 6<sup>th</sup> September 1982 (30 years old), French nationality  
Park Court GEO Nagatachō 504, 2-17-11 Nagatachō Chiyoda-ku, Tokyo 100-0014, Japan  
**Mobile:** +81 (0)80 8733 0116, **E-mail:** ludovic@kth.se, **Twitter:** @lcopere, **Skype:** lcopere



## CORPORATE STRATEGIST

- 9-year international experience in innovation analysis, trend-spotting, strategy formulation and mid-term development.
- Cross-organizational expertise of underlying financial, commercial, technological and Intellectual Property dynamics.
- Fine-grained mastery of global telecommunications, digital entertainment and networked media ecosystems and value-chains.

## PROFESSIONAL EXPERIENCE

<i>Since Jul. 2012</i>	<b>Strategist, Sony Corporation</b>	<b>Tokyo, Japan</b>
<ul style="list-style-type: none"><li>- Fueling Intellectual Property (IP) footprint with front-line analysis and negotiation in key areas (e.g. chipsets, streaming services, user interface).</li><li>- Acting as window function for initiating, framing and refining Offensive assertion &amp; Defensive cross-licensing approaches at worldwide level.</li><li>- Evaluating mid &amp; long-term licensing opportunities of Sony's portfolio in unexplored areas (e.g. connected vehicles, robotics, Internet of Things).</li><li>- Scouting early-stage business seeds and partnerships to solidify business groups' differentiation (e.g. multi-screen TV, machine-to-machine).</li></ul>		
<i>Aug. 2011 – Feb. 2012</i>	<b>Strategist, Sony Corporation of America</b>	<b>New York, NY, USA</b>
<ul style="list-style-type: none"><li>- Accelerated IP licensing, involving in tactical deal negotiations together with M&amp;A and Legal teams.</li><li>- Structured directions and transversal brainstorming on software platforms, cloud computing and next wave B2B/B2C services.</li><li>- Bridged media-related activities in Music and Pictures businesses with long-tail technology, start-up and ecosystem trends.</li><li>- Catalyzed corporate projects (e.g. advisory board, business risk continuity...) and other special initiatives to Top management.</li></ul>		
<i>Mar. 2010 – June 2012</i>	<b>Corporate Strategist, Sony Europe</b>	<b>London, UK</b>
<ul style="list-style-type: none"><li>- Supported Sony's pro-active IP strategy by fostering future IP execution, such as on wireless and connected TV.</li><li>- Identified next target areas and technologies for IP filling, acquisition, and joint ventures to maximize new revenue generation.</li><li>- Reinforced research outcomes, mid or long-term opportunity assessments and valuations at worldwide, regional and local levels.</li></ul>		
<i>Aug. 2008 – Feb. 2010</i>	<b>Assistant Manager, Digital Home &amp; Mobile Europe, Sony Europe</b>	<b>Paris, France</b>
<ul style="list-style-type: none"><li>- Managed mid-term intelligence, with overall responsibility for fixed &amp; mobile broadband strategies across all Europe.</li><li>- Researched emerging disruptions such as beyond-3G, femtocells, Web 3.0, semantics, augmented reality and cloud gaming.</li><li>- Evangelized to Tokyo headquarters, Business Groups, Corporate R&amp;D, and Product Planning divisions.</li></ul>		
<i>Jan. 2005 – Jul. 2008</i>	<b>Analyst, Business Development &amp; Innovation Group, Sony Europe</b>	<b>Paris, France</b>
<ul style="list-style-type: none"><li>- Analyzed Broadcast (Digital TV, HD) and Broadband (IPTV, Catch-up TV, mobile TV) innovations in Western Europe.</li><li>- Synthesized techno-economic, regulatory, market trends, key players' movements and their transversal impact for Sony.</li><li>- Developed joint use-cases with key European network operators, broadcasters and start-ups.</li></ul>		
<i>June – Nov. 2004</i>	<b>Consultant, Centrumutveckling</b>	<b>Vällingby, Sweden</b>
<ul style="list-style-type: none"><li>- Consolidated the business model for a multi-channel IPTV/Video on Demand portal and virtual shopping center.</li><li>- Reported technology and strategy choices for delivering A/V entertainment to home users through Fiber-to-the-Home.</li></ul>		
<i>Summer 2002</i>	<b>Foreign Adviser, KEEP Kyōkai</b>	<b>Kiyosato, Japan</b>
<ul style="list-style-type: none"><li>- Supervised large-scale summer events as part of an international team (American and Japanese).</li></ul>		

## EDUCATION

<i>Spring 2011</i>	<b>IEEPI – Institut Européen Entreprise et Propriété Intellectuelle</b>	<b>Paris, France</b>
<ul style="list-style-type: none"><li>- IP Licensing: deal-valuation methods, proposal drafting, negotiation strategies, cross-cultural parameters, contracting.</li></ul>		
<i>Fall 2004</i>	<b>Stockholm School of Entrepreneurship</b>	<b>Stockholm, Sweden</b>
<ul style="list-style-type: none"><li>- Integrated curriculum on new venture creation: ideation, business planning and financing.</li></ul>		
<i>Fall 2003</i>	<b>Stanford University</b>	<b>Stanford, CA, USA</b>
<ul style="list-style-type: none"><li>- Global Entrepreneurial Leadership course at the Stanford Center for Professional Development.</li></ul>		
<i>Aug. 2003 – Sep. 2005</i>	<b>Kungliga Tekniska Högskolan – Royal Institute of Technology</b>	<b>Stockholm, Sweden</b>
<ul style="list-style-type: none"><li>- Master of Science in Information and Communication Technology (<i>Civilingenjör</i>), at Scandinavia's leading university.</li><li>- Double-degree awarded within the TIME (Top Industrial Managers for Europe) excellence network.</li><li>- Thesis subject: <i>Strategic Outlooks for European High Definition and IPTV</i>.</li></ul>		
<i>Sep. 2001 – Sep. 2005</i>	<b>École Centrale de Lille</b>	<b>Lille, France</b>
<ul style="list-style-type: none"><li>- Master of Science in Industrial Engineering and Management (<i>Diplôme d'Ingénieur</i>), at a top 10 French engineering school (<i>Grande École</i>).</li><li>- Cumulative GPA: 3.84 / 4 (top 5% of graduates).</li></ul>		
<i>June 1999</i>	<b>Lycée Jean Puy</b>	<b>Roanne, France</b>
<ul style="list-style-type: none"><li>- Secondary school diploma, scientific section (<i>Baccalauréat</i>). Very high honors (top 2% of French student).</li></ul>		

## LANGUAGES

<i>French</i>	Native.
<i>English</i>	Bilingual: Cambridge Certificate in Advanced English grade A.
<i>Swedish</i>	Fluent: followed intensive courses at KTH. 15 months studying and working in Sweden.
<i>Spanish</i>	Fluent: 10-year study in secondary/higher education.
<i>Japanese</i>	Competent: Japanese Language Proficiency Test, level 3. Daily continued learning and practicing.

## INTERESTS & MEMBERSHIPS

Piano and classical music (baroque, 19<sup>th</sup> century & contemporary), geopolitics, Japanese language and culture, golf, cooking.  
Member of Licensing Executive Society (LES), Institute of Electrical & Electronics Engineer (IEEE), Association for Computing Machinery (ACM).