

PASCALE CARON

EXECUTIVE MEDIA KIT

Entrepreneur | AI Strategy Advisor
International Keynote Speaker
Co-author of EntrepreneurIA

*Helping executives turn technological
change into informed business decisions.*



EXECUTIVE PROFILE

A senior executive perspective on AI, transformation and leadership



Pascale Caron is an entrepreneur, AI strategy advisor, international keynote speaker and co-author of EntrepreneurIA. She brings more than three decades of experience in technology, innovation and business transformation, including 27 years in international leadership roles at Amadeus across research and development, product strategy, consulting and innovation.

Through Yunova Consulting, she advises CEOs, executive teams and boards on strategic and organizational decisions created by artificial intelligence. Her approach begins with the real operating model of the organization: processes, data, responsibilities, constraints and business priorities. AI is retained only when it creates measurable value.

Her perspective is strengthened by her role as founder and CEO of Yunova Pharma, which gives her direct experience of entrepreneurship, regulated markets, international distribution and the execution constraints of an SME. Through EntrepreneurIA, she has conducted more than 100 interviews with leaders, entrepreneurs and AI experts, translating field experience and international research into practical insight for decision-makers.

27

years in international
technology leadership

100+

leaders and AI experts
interviewed

40+

keynotes, panels and
executive presentations

20+

sectors represented in
EntrepreneurIA research

“Understand the company before choosing the technology.”

INTERNATIONAL POSITIONING

One professional ecosystem, four mutually reinforcing pillars

Pascale Caron's activities form a coherent international platform. Research, advisory work, entrepreneurship and public speaking continuously inform one another.

01

ENTREPRENEURIA

Research and editorial platform built on more than 100 interviews with entrepreneurs, executives and AI experts. It includes the book, long-form interviews, strategic analysis and the monthly EntrepreneurIA Unplugged newsletter.

03

INTERNATIONAL KEYNOTES

More than 40 keynotes, panels and executive presentations for companies, institutions and professional organizations across France, Monaco and international forums.

02

YUNOVA CONSULTING

Independent executive advisory focused on AI strategy, organizational diagnosis, process and data maturity, use-case prioritization, provider selection and transformation decisions, with or without AI.

04

APPLIED RESEARCH & EDITORIAL

Continuous synthesis of academic studies, policy reports, technology developments and field observations, translated into business implications for executives and boards.

What makes the positioning distinctive

- A vendor-independent perspective. The recommendation may be AI, conventional technology, process redesign or organizational change.
- Direct access to senior experience. Advisory work is personally led by Pascale Caron rather than delegated to a junior delivery team.
- The combination of global technology leadership and the current reality of running entrepreneurial businesses.
- A field-based view of AI adoption across sectors, rather than a position built solely on technology news or vendor narratives.

MAJOR ACHIEVEMENTS

From international technology leadership to independent entrepreneurship

1990-2018	AMADEUS	27 years in international technology leadership, progressing from software development and R&D management to Managing Director roles in product, consulting and innovation. Led teams and transformation programs across EMEA, APAC, LATAM and North America.
2005	EUROPEAN PATENT	Co-inventor of European patent EP 1 494 116 A1 for a graphical interfacing method and device, reflecting an early focus on the relationship between technology, usability and business processes.
2018	YUNOVA CONSULTING	Founded an independent advisory practice helping leaders understand how their organization works before selecting technology. Selected assignments span pharmaceuticals, telecommunications, infrastructure and multisite organizations.
2020	YUNOVA PHARMA	Founded a Monaco-based neuro-nutrition and health innovation company, now distributed across eight international markets. This operating experience informs a pragmatic approach to strategy and execution.
2025	ENTREPRENEURIA	Published EntrepreneurIA, co-authored with Dr Yves-Marie Le Bay, following six months of field research and more than 100 interviews on real-world AI adoption.
2026	INTERNATIONAL EXPANSION	Expanded the EntrepreneurIA platform through English-language publishing, the monthly EntrepreneurIA Unplugged newsletter, international podcasts, conferences and institutional networks.

BOOKS, PUBLICATIONS AND MEDIA

A body of work connecting AI, entrepreneurship and human transformation

EntrepreneurIA - Conseils d'entrepreneurs | Éditions Ovadia, 2025

Co-authored with Dr Yves-Marie Le Bay. Based on field interviews with entrepreneurs and executives using AI. English digital edition forthcoming in 2026.

Le burn-out de Wonder Woman | 2019

A personal and analytical account of burnout, leadership, professional identity and reinvention.

The Travel Retailer of the Future | Amadeus, 2017

Strategic foresight on the transformation of travel retailing, customer experience and technology-enabled business models.

Online Travel 2020 | Amadeus white paper

Forward-looking analysis of digital travel, business models and the evolution of customer behavior.

EntrepreneurIA Unplugged | Monthly newsletter, launched 2026

A monthly executive publication that moves beyond AI news to examine strategy, leadership, value creation and organizational impact.

Long-form articles and interviews | French and English

More than 150 interviews and articles across AI strategy, agents, data, infrastructure, sovereignty, future of work, health, finance, luxury and entrepreneurship.

Selected media and editorial formats

- Television and radio interviews on AI, entrepreneurship, innovation and leadership.
- Mission Million podcast, English-language conversation on leadership in the age of AI, July 2026.
- EntrepreneurIA interviews with founders, executives, scientists, legal experts and technology leaders.
- Bilingual editorial strands including Women in AI, AI Strategy, Agents, Business Transformation and Human-Centered Leadership.

INTERNATIONAL SPEAKING

Executive keynotes grounded in field evidence and operating experience



40+

keynotes, panels and executive presentations

France | Monaco | International forums

Selected recent engagements

AI and Entrepreneurship Hôtel Hermitage Monaco, Lions Club of Monaco, 23 April 2026. Sold-out dinner conference based on insights from EntrepreneurIA.

AI: Between Technological Promise and Real Transformation FCE Saint-Raphaël, 16 May 2026.

Digital Women's Day: Women, AI and Decision-Making Moderator, MonacoTech, 17 April 2026.

Luxury and Technology Co-moderator, Maison de France, Monaco, 2 April 2025.

Mission Million English-language podcast on AI leadership, value creation and entrepreneurship, July 2026.

Additional platforms French Foreign Trade Advisors, Monaco Business Circle, MonacoTech, FCE, Lions Club, Chambers of Commerce and executive corporate events.

Core speaking topics

- AI strategy and executive decision-making
- From experimentation to measurable business value
- AI agents and organizational transformation
- Entrepreneurship in the age of AI
- Future of work, tasks and skills
- Human-centered leadership and sustainable performance
- Technology, sovereignty and strategic dependency

INSTITUTIONAL ROLES AND NETWORKS

Business diplomacy, governance and international networks

French Foreign Trade Advisors (CCE), Monaco	Vice-President of the Monaco Committee since May 2025; member since 2023.
G100 Mission Million	Monaco Country Chair, Entrepreneurship & Sustainable Businesses.
Monaco Economic Board	Member, contributing to the Principality's business and international ecosystem.
CCI Nice Côte d'Azur	Member of the Digital Commission.
FCEM / AFCEM Monaco	Member of the international network of women entrepreneurs.
Villa Arson	Former Board Member of the National School of Art, 2016-2019.

Key numbers, as of July 2026

30+	4	8	28K
years across technology, transformation and entrepreneurship	global regions led through Amadeus	international markets served by Yunova Pharma	LinkedIn followers
3.3K+	150+	20+	2
EntrepreneurIA Unplugged subscribers	EntrepreneurIA interviews and articles	business sectors covered	companies founded and led

MEDIA RESOURCES

Ready-to-use biographies, interview themes and photography

Short bio, 55 words

Pascale Caron is an entrepreneur, AI strategy advisor, international keynote speaker and co-author of EntrepreneurIA. A former international technology executive with 27 years at Amadeus, she advises leaders on AI strategy, organizational transformation and executive decision-making. Her work is informed by more than 100 interviews with entrepreneurs, executives and AI experts.

Executive bio, 120 words

Pascale Caron is an entrepreneur, AI strategy advisor, international keynote speaker and co-author of EntrepreneurIA. She spent 27 years at Amadeus in leadership roles spanning R&D, product strategy, consulting and innovation before founding Yunova Consulting and Yunova Pharma. Through Yunova Consulting, she helps executives understand how their organization operates, identify high-value transformations and decide when AI is the right lever. EntrepreneurIA, based on more than 100 interviews across over 20 sectors, extends this work through books, research-led articles, conferences and the monthly EntrepreneurIA Unplugged newsletter. Pascale is Vice-President of the Monaco Committee of the French Foreign Trade Advisors and Monaco Country Chair for the G100 Entrepreneurship & Sustainable Businesses Wing.

French short bio

Pascale Caron est entrepreneure, conseillère en stratégie IA, conférencière internationale et co-autrice d'EntrepreneurIA. Ancienne dirigeante internationale chez Amadeus, où elle a exercé pendant 27 ans dans la R&D, le conseil, l'innovation et la stratégie produit, elle accompagne aujourd'hui les dirigeants dans leurs décisions de transformation, avec ou sans IA. Son travail s'appuie sur plus de 100 entretiens réalisés auprès d'entrepreneurs, de dirigeants et d'experts.

Suggested interview themes

- Why AI is now a leadership and organizational challenge, not only a technology shift.
- How executives can move from AI experimentation to measurable business value.
- What 100+ entrepreneurs reveal about real-world AI adoption.
- How AI agents change permissions, responsibility and decision-making.
- Why tasks are changing faster than jobs, and what leaders should do about skills.
- Women in AI, technological leadership and access to decision-making.
- Executive mental health, resilience and sustainable leadership.



Executive portrait



Television / studio interview



Keynote / executive conference

CONTACT AND LINKS

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Media and speaking enquiries welcome in English or French.



Usage note

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Source and verification note

The profile, metrics and speaking information were reconciled with Pascale Caron's current executive CV, Yunova Consulting's public profile, the EntrepreneurIA Research Center page and institutional role information supplied for 2026 applications. Client references are described conservatively to preserve confidentiality.