PASCALE CARON

EXECUTIVE MEDIA KIT

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

Artificial intelligence
creates capabilities.

Organisations create
value.



From executive experience
to evidence-led AI transformation.

INTERNATIONAL EDITION | NOVEMBER 2026

yunovaconsulting.com

01 / EXECUTIVE PROFILE

A senior executive perspective on AI, business and leadership

Technology leadership, entrepreneurship and more than 100 field interviews inform an independent approach to AI strategy.

Pascale Caron is an entrepreneur, AI Strategy Advisor, International Keynote Speaker and co-author of EntrepreneurIA. She brings over three decades of experience across technology, innovation and business transformation, including 27 years at Amadeus in international leadership roles covering R&D, product strategy, consulting and innovation.

As CEO of Yunova Consulting, she supports CEOs, executive committees and boards on the decisions required to turn AI capabilities into measurable business value. Her work addresses operating models, processes, data, governance, leadership and strategic dependencies.

Her perspective is enriched by running entrepreneurial ventures, including Yunova Pharma, and by EntrepreneurIA, research and editorial platform built on more than 100 interviews with entrepreneurs, executives and AI experts.



‘Artificial intelligence creates capabilities. Organisations create value.’

At a glance

27 YEARS	**100+**	**40+**	**20+**
international technology leadership	entrepreneurs, executives and AI experts interviewed	speaking engagements and executive presentations	business sectors represented in EntrepreneurIA

The executive question

What business outcome will AI improve? How will gains in productivity translate into measurable value, through processes, decisions, skills and accountable leadership?

02 / STRATEGIC ADVISORY

From visibility and insight to executive action

Conferences open dialogue with decision makers. EntrepreneurIA supplies field evidence and research. Yunova Consulting turns these insights into strategic decisions and measurable organisational outcomes.

Three connected dimensions

PASCALE CARON | VOICE & LEADERSHIP

International speaking, dialogue with decision makers, executive education and an independent point of view on responsible AI adoption.

ENTREPRENEURIA | RESEARCH & EDITORIAL

Book, 100+ interviews, EntrepreneurIA Barometer 2026, VALEUR analyses and monthly EntrepreneurIA Unplugged. Independent field-led insight on organisational change.

YUNOVA CONSULTING | STRATEGIC ADVISORY

Vendor-independent executive advice on AI strategy, governance, organisational readiness, use-case prioritisation, operating-model redesign and human-centred transformation.

Executive advisory priorities

- AI Strategy & Value Distinguish capability, adoption, productivity and measurable business outcomes; prioritise opportunities with strategic relevance.
- AI Governance & Execution Define decision rights, accountability, risk controls and human oversight, particularly for AI agents.
- Organisational Capability Align processes, skills, data maturity, ownership and change management before scaling AI.
- Human Leadership Preserve executive judgement, clarify delegation to machines and support responsible, sustainable performance.
- Independent choices Compare AI, conventional technology and process redesign; avoid tool-first transformation and provider dependency.

What makes this approach distinctive

Vendor-independent, executive-led and informed by 100+ interviews and the EntrepreneurIA Barometer. Central principle: capability does not equal adoption; productivity does not automatically equal value; value requires organisational change, governance and verifiable outcomes.

03 / CAREER & LEADERSHIP

A career spanning global technology and entrepreneurship

A trajectory from engineering and international product leadership to independent strategy advisory.

IBM | Early career

Began her professional career in information technology at IBM.

AMADEUS | 27 years

Held international leadership positions across R&D, consulting, innovation, product strategy and digital transformation; led teams and initiatives across multiple global regions.

EUROPEAN PATENT | 2005

Co-inventor, European patent EP 1,494,116 A1, concerning a graphical interface method and device.

ENTREPRENEURSHIP | Yunova Consulting & Yunova Pharma

Built and led ventures combining executive consulting and health-related innovation, with experience in regulated international markets.

ENTREPRENEURIA | 2025 onward

Co-authored the EntrepreneurIA book and developed an independent research and editorial ecosystem: 100+ interviews, the 2026 Barometer, the VALEUR series and EntrepreneurIA Unplugged.

Institutional responsibilities and networks

- **French Foreign Trade Advisors (CCE) | Monaco** Vice-President of the Monaco Committee; member since 2023.
- **G100 Mission Million** Monaco Country Chair, Entrepreneurship & Sustainable Businesses.
- **Monaco Economic Board** Member of the Principality's international business ecosystem.
- **CCI Nice Côte d'Azur** Member of the Digital Commission.
- **AFCEM/FCE** Active in executive and women-entrepreneur networks.

04 / PUBLICATIONS & RESEARCH

Books, signed chapters, field research and editorial analysis

Precise authorship credits, original EntrepreneurIA research, and the VALEUR editorial series translate AI developments into evidence-led questions for business leaders.

L'ENTREPRENEURIA : CONSEILS D'ENTREPRENEURS | Éditions Ovadia, 2025

Co-author with Dr Yves-Marie Le Bay. A research-led exploration of how entrepreneurs use AI, based on more than 100 interviews and cross-sector observations.

L'IA AU TRAVAIL POUR LES NULS | Yasmina Salmandjee, Éditions First, 2026

Contributor of a signed chapter in the book authored by Yasmina Salmandjee. Pascale Caron is credited for her chapter contribution, not as a co-author or as a cover author.

WOMEN ENTREPRENEURS SHAPING A SUSTAINABLE FUTURE | G100, 2026

Featured among 30 women contributors. Author of Chapter 6, 'From Burnout to AI Leadership: Building Impact at the Intersection of Technology, Health, and Women's Empowerment.' A contribution linking technology, personal experience, sustainable leadership and entrepreneurship.

EntrepreneurIA research & editorial programmes

- EntrepreneurIA Barometer 2026 First edition of an intended annual study of organisational AI transformation. Initial consolidated wave: 101 responses (October 2026); exploratory findings, not a representative survey.
- What the Barometer examines The journey from experimentation to execution; productivity versus value; governance, decisions, responsibilities, skills, agents and human judgement. Findings are reported in aggregate.
- VALEUR | Editorial series (launched November 2026) Independent analysis of the AI value gap. VALEUR/01 : « Le grand paradoxe de l'IA : la productivité augmente, mais où passe la valeur ? » ; VALEUR/02 : « Après le prix du token : la nouvelle économie de l'IA ».
- EntrepreneurIA Unplugged Monthly executive newsletter linking field interviews, the Barometer, the VALEUR series and current research with governance, business outcomes and leadership.
- Earlier publications Le burn-out de Wonder Woman (2019); The Travel Retailer of the Future (Amadeus, 2017); Online Travel 2020 (Amadeus white paper).

Audience snapshot | 19 November 2026

31,469 LINKEDIN FOLLOWERS

A professional network built around AI strategy, leadership and international business.

4,795 NEWSLETTER SUBSCRIBERS

EntrepreneurIA Unplugged, a monthly analytical publication for decision makers.

05 / SPEAKING ENGAGEMENTS

Selected international interventions in 2026

Keynotes, expert panels, moderated discussions and interviews for business, technology and institutional audiences.

UPCOMING | DIGITAL FlashUP Premium – AI & Business | 26 November 2026

Yacht Club de Monaco · Extended Monaco Entreprises. Two distinct roles: moderator of a 20-minute expert panel, followed by a 10-minute interview as an AI strategy expert. Programme focused on sovereignty, business performance and human oversight.

Event announcement

ACM womENcourage 2026 | Panellist · 1 October 2026 · Côte d'Azur

Equity & Agency for Women in the AI Bubble: Well-being in Community Resilience.

Official reference

All4Customer(s) Meetings | Panellist · 16 September 2026 · Cannes

REHUMANIZE: How AI puts humans back at the centre of customer experience.

Official reference

Africa Day in Monaco | Panellist · 19 October 2026 · Yacht Club de Monaco

Innovation and AI, in conversation with MonacoTech and The Good Picture (Nairobi).

Official reference

HERS Monaco | Panellist · 23 October 2026 · Monaco

Closing the Funding Gap: internal and external barriers facing women founders.

Official reference

LIFE Lebanon Chapter, Geneva | Speaker · 2026 · Geneva

AI as a lever for entrepreneurship and business transformation.

AI & Entrepreneurship, Lions Club Monaco | Keynote/dinner conference · 23 April 2026 · Hôtel Hermitage

EntrepreneurIA insights for business leaders and entrepreneurs.

06 / VISIBILITY & MEDIA

Evidence of expertise beyond the stage

A curated selection of interviews, external coverage and speaking materials for journalists and conference organisers.





Selected media and external references

Visionary Vogues | November 2026 · Featured portrait on AI Strategy & Intelligent Leadership.
View reference

Monaco Life | October 2026 · Independent coverage of HERS Monaco and the women founders funding gap.
View reference

Les Rendez-vous de Wassia | Video interview · Interview introducing the EntrepreneurIA book and its research.
View reference

Signal & Stage | Speaker profile · International speaking topics and executive presentation formats.
View reference

Selected communication formats

Executive keynote · Panel discussion · Panel moderation · Executive interview · Corporate masterclass · Board-level workshop · French and English media interviews.

07 / PRESS-READY RESOURCES

Biographies, interview themes and speaking topics

Copy-ready language for conference programmes, speaker announcements, media profiles and event organisers.

Short biography | ~55 words

SHORT BIO | ENGLISH

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 executives on AI strategy, governance and organisational transformation. Her perspective combines senior leadership experience with more than 100 interviews with entrepreneurs, executives and AI experts.

Executive biography | ~120 words

EXECUTIVE BIO | ENGLISH

Pascale Caron is an entrepreneur, AI Strategy Advisor, International Keynote Speaker and co-author of EntrepreneurIA. After starting her career at IBM, she spent 27 years at Amadeus in senior international roles across R&D, product strategy, consulting and innovation. Through Yunova Consulting, she advises CEOs, executive teams and boards on AI strategy, governance, organisational readiness and value creation. Her perspective combines entrepreneurial experience, 100+ interviews and the EntrepreneurIA Barometer 2026. Through the VALEUR series and EntrepreneurIA Unplugged, she examines why productivity gains do not automatically become business value. She contributes to international conferences, moderates executive panels and is Vice-President of the Monaco Committee of the French Foreign Trade Advisors.

French short biography

Pascale Caron est entrepreneure, conseillère en stratégie IA, conférencière internationale et coautrice d'EntrepreneurIA. Ancienne dirigeante internationale chez Amadeus pendant 27 ans, elle accompagne les dirigeants dans leurs décisions de transformation, de gouvernance et de création de valeur, avec ou sans IA. Son analyse s'appuie sur plus de 100 entretiens avec des entrepreneurs, dirigeants et experts.

Core speaking and interview themes

- AI Strategy & Value Capability → adoption → organisational transformation → measurable economic value; productivity alone is not proof of impact.
- AI Governance & Execution Accountability, strategic dependencies, decision rights, risk and controlled deployment of AI agents.
- Organisational Capability Processes, data, skills, management and the redesign required to convert technology into outcomes.
- Human Leadership Human judgement, responsible delegation, cognitive independence and sustainable performance.

08 / CONTACT & USAGE

Work with Pascale Caron

International speaking and strategic AI advisory for executives, institutions and organisations.

SPEAKING & MODERATION

Keynotes, panel discussions, conference moderation, executive interviews and strategic conversations in English or French.

EXECUTIVE ADVISORY

AI strategy, governance, executive education, prioritisation, organisational change and leadership support through Yunova Consulting.

Direct contact

Pascale Caron

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Yunova Consulting – Contact

Professional profile

LinkedIn

EntrepreneurIA

Editorial and photography resources

High-resolution portraits, keynote photographs and approved biographies can be supplied on request. Suggested photo credit: Pascale Caron/Yunova Consulting, unless another credit is indicated. English and French biographies may be shortened with titles and roles preserved.

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