
DELPHINE REMY-BOUTANG

LONDON
SPEAKER
BUREAU

- Former Head of Social Media at IBM



Delphine Remy-Boutang is Founder of The Bureau, a social media strategy agency based in Paris and London. She previously worked at IBM in a number of roles including both Marketing Director and Communications Director for EMEA, after which she became world-wide Social Media Director.

Delphine co-ordinated IBM group's transition to social media globally. For four years she executed the social media strategy inside a world-wide group of 470,000 employees. She identified market trends and developed new means of social media monitoring by defining rating and performance criteria specific to IBM.

Topics

- Business
- Innovation
- Management

In 2012, Delphine left IBM to found The Bureau, an organisation specialised in social media strategy for enterprises. The aim is to work with organisations to focus on the evolution of new models of client, partner, and employee participation: a social business model.

Delphine is involved in the representation of women in the professional world and is a member of the association 'For Women in Media'. She has also participated for the past 4 years in the Women's Forum, a large annual event dedicated to the promotion of women in the finance industry. In 2013 she created the first Digital Woman Day, an event dedicated to entrepreneurship, digital, and innovation. In 2016, the fourth edition of this event took place in Paris on 10 March 2016.