



CONTACT

+ (33) (0)6.42.70.62.37

aurore.albrech@risechange-consulting.com

[Aurore Albrech](#)

SKILLS

Change management

Exchange Plans (PROSCI) · Ambassador networks · Workshops and trainings · REX · ADKAR Surveys

Digital project management

Framing · Backlog · KPIs · Committees preparation & animation · Coordination IT / métier (certifications : PSM I, PSPO I)

Generative AI

Identification of use cases · Prompt engineering · POCs · Acculturation · User adoption

Digital Workplace & Communication

Microsoft 365 (+ Copilot) · Jive · WordPress · Powtoon · Brevo · Canva

AURORE ALBRECH

FREELANCE – CHANGE MANAGEMENT & PROJECT MANAGEMENT CONSULTANT DIGITAL WORKPLACE / GENERATIVE AI

As a specialist in digital transformation, I support organizations in the implementation and adoption of new technologies, through tailor-made strategies and a user-centered approach.

EXPERIENCES

Freelance

Change Manager & Project Manager Officer – CIO Office & Transformation – International Cosmetics Group
May 2026 - Present

Context : Implementing a framework to follow up on AI for IT use cases. Monitoring the change management training roadmap for IT teams.

Actions:

- **Creation of a dashboard to monitor use cases:** follow up of use cases utilization per zone/ business platform, internal capabilities utilization vs vendor management.
- **Change Management – AI for IT:** supporting the implementation of AI4IT demand process (tailoring key messages to stakeholders, user guides implementation).
- **Follow-up and update of the change management training strategy:** organization of sessions and reportings.

Freelance

Generative AI Change Manager – French banking group
Jan 2025 - Present

Context: Accelerating the appropriation of Generative AI tools in a regulated international context for a Finance Direction.

Actions:

- **Definition of a change management and communication plan:** engagement of stakeholders (top management, ambassadors and end users), organization of training sessions and roadshows, writing newsletters
- **Animation of an international network of 30 ambassadors:** bimonthly meetings, skills transfer, demonstrations, animation of coffee corners
- **Management of AI POCs** (Copilot, AI plug-in for Outlook, Teams Premium): collection of feedback, creation of operating procedures and demonstrations.
- Awareness of prompting and best practices of use, process mapping of use cases.

Results:

- 10 Finance Departments Engaged in AI Initiatives
- +600 users trained and sensitized

Freelance

Project Manager Officer – International Cosmetics Group
Sep 2024 - Jan 2025

Context : Supporting an AI program to create an internal image generation platform for marketing teams.

Actions:

- **Management of POCs:** animation of monitoring committees, synchronization with IT and legal stakeholders.
- **Implementation of project governance:** monitoring of milestones, planning of tests, feeding of the backlog via business feedback.
- **Writing a guide to image generation model training:** step-by-step formalization of the process to facilitate deployment at scale.

Results:

- Industrializable **training process**
- **Enhanced involvement** of business teams thanks to a clear framework and adapted monitoring tools

LANGUAGES

- French: Native
- English: Bilingual
- German: Professional

EDUCATION

- **Master's Degree in Intercultural Management, 2015 – 2017**
ISIT, Paris
2015: Exchange semester –
University of East Anglia, Norwich
(UK)
- **Languages & Literature studies, 2012 – 2014**
Lycée Henri Poincaré, Nancy (54)

INTERESTS

- Reading: novels, social sciences
- Running, hiking, skiing
- Theatre
- Travel
- Generative AI & adoption of new tools (post writing and viewpoints)

EXPERIMENTS
(CONTINUED)

Consultante Senior – Magellan Consulting
Project Manager Officer – French energy group

Nov 2023 - Sep 2024

 **Context** : Mission within a Taskforce intended to implement Generative AI by exploring use cases.

-  **Actions** :
- **Creation and management of governance bodies**: steering committees, weekly and monthly monitoring committees.
 - **Construction of a process for identifying initiatives**: one-pager type "business canva" and form.
 - Deployed a Power BI dashboard to track use cases.

-  **Results**:
- **+100** Generative AI initiatives identified, qualified and oriented towards development teams
 - Implementation of a common reference framework and standardised monitoring for all the group's entities

Consultant – Saegus
Change Manager – French banking group

May 2019 - Nov 2021

 **Background** : Adoption of digital workplace tools and migration of Jive to Microsoft 365.

-  **Actions** :
- **Support for the adoption of Jive**: animation of communities and ambassador events, sharing of best practices, user support.
 - **Support for the implementation of Teams**: change and communication plan, training, team workshops, sharing of tips and video tutorials.

Project Manager – French environmental group

Jan 2023 - Dec 2023

 **Context** : Modernization of the workplace to meet the growing needs of employees for mobility and flexibility.

-  **Actions** :
- **Definition of the deployment strategy**: framing of eligibility criteria, identification of technical prerequisites, development of the business case for the MacBook offer.
 - **User POC**: animation of a panel of 30 testers, collection of feedback, progressive adjustment according to the observed uses.
 - **Change management system**: creation of a community of beta testers, organization of a kick-off event, support and direct collaboration with the publisher.

-  **Results**:
- **Integration of the MacBook offer** into the IT services catalog France
 - **Optimized user experience** thanks to feedback from the POC

(continued)

- **Breakdown of the Jive to Microsoft 365 migration strategy** by entity: sponsor engagement, costing and migration planning, adaptation of messages according to the target, awareness webinars.
- **Project management**: implementation of SharePoint Online spaces in response to business needs, collaboration with the Knowledge Management team to set up a collaborative space management process.

-  **Results**:
- **10,000+** employees supported in Jive's migration project to Microsoft 365

Change Manager & Project Manager – French construction group

Dec 2021 - Dec 2022

 **Context** : Support for the adoption of Microsoft 365 tools and digital project management.

-  **Actions** :
- **Adoption on Microsoft 365 tools**: redesign of the adoption strategy, sharing of best practices, facilitation of training for teams.
 - **Support for the migration of servers to SharePoint Online**: monitoring of the schedule, communication and workshops with the Departments.
 - **Implementation of digital solutions**: SharePoint EDM, on-site product catalog.

-  **Results**:
- **A dozen** training courses carried out
 - **1** end-to-end EDM implementation project

Académie du Service (March 2018 – April 2019)
Customer Experience Project Manager

- Customer journey analysis and definition of the relational signature
- Project management, consulting and training

End-of-studies internship – Customer Experience Consultant

Le Monde des 5 Fleurs (April – Sept 2017)

- Supporting international luxury brands in their training and customer experience strategy