



ANTICIPATE | GROW | PROTECT

Europe • Africa • Middle East & Central Asia • Russia

OUR VISION

To provide **strategic intelligence**
+ a **continuum** between Strategy and Operations

We bring an in-depth understanding of an ever-faster, ever-changing, ever-complex environment. Information research, modeling and on-the-ground operational actions are at the heart of this process. We think differently to allow forward-thinking and business development.

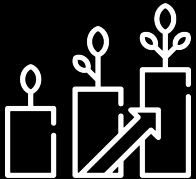
OUR MISSION

We help your organization to:



ANTICIPATE

Because the world is moving fast and getting more complex, forward-thinking and long-term strategies require constant projections towards the future: we support you in your operational options with relevant anticipation solutions.



GROW

Because knowledge of environments is fundamental: we help you develop your business in new territories with direct on-the-ground support and operational approaches.

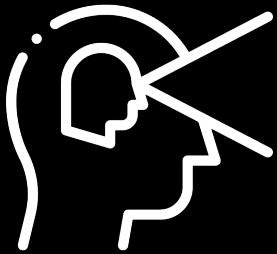


PROTECT

Because the world is uncertain and security has become inseparable from any approach, we take over your risk by making it ours: we bring you immediate, concrete and relevant security solutions.

STRATEGIC INTELLIGENCE

We bring an in-depth understanding of an ever-faster, ever-changing, ever-complex environment



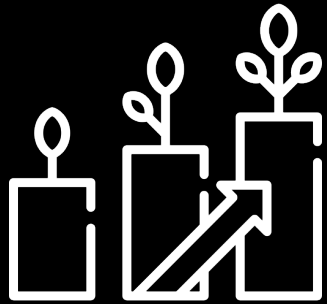
- Information gathering, monitoring and analysis
- Network & entry point investigation
- Market/business/geopolitical analysis
- Investigations
- Data Analysis

- Influence & Communication
- Communication Strategy Plan for Global Strategy
- E-reputation management

- Corporate diplomacy
- Government affairs
- Institutional relations

OPERATIONS MANAGEMENT

We do business development & provide a continuum between strategy and operations



- Business development: upstream contact, network, compliance
- Business transition support: business handover
- Business follow-up in new territories
- Strategic Business Intelligence: information analysis & gathering
- Business problems' solver
- Business operational support: development & day-to-day business support
- Organization's transformation

OPERATIONS PROTECTION

We help you secure your business and manage your risks



- Threats and Risks assessment: environment knowledge
- Risks and Crisis management : business continuity, crisis management and communication, mitigation and contingency plans
- Cyber Security Skills and Awareness training : protection and management of strategic information
- Travel Security : focus on business trips
- Info war: investigation/evaluation/proposal
- Compliance : mitigation solutions, web research, Due Diligence, KYC processes
- Documentary Corpus : SOP's, Guidelines, Policies
- Organization's transformation & change
- Security Engineering : tailor-made solutions, security design services for major project
- Security Audit : evaluation and proposals (material & immaterial goods)

OUR FOUNDERS



Olivier Bariéty

CEO Princes Strategy AMEA DMCC + 30-year experience

Olivier is a well-recognized specialist in Business Intelligence & Strategy applied to international companies, with a focus on Tourism and Hospitality, Defense, Services industries with a global approach for a very operational direct support.

Former Vice-president of ACCOR group in Africa, Middle East: 36 countries, 260 hotels. Olivier was in charge of Security and Business Intelligence from 2017 to 2019. His responsibilities included risks analysis, risks and crisis management, security assessment, property audit, systems and process design, as well by providing technical security support for new projects.

Previously Colonel in the French army, and representative of the French Special Operations Command for the North of Indian Ocean from 2013 to 2017, he built a variety of partnerships with countries in the Middle East. Late Head of Indirect Actions and deputy Director of operations from 2008 to 2013, he was in charge of prospective and anticipation for the Special Operations Command in Africa and in the Middle East.

Specialist of INFOWAR and Business Intelligence, he wrote collective books and his well-recognized expertise lead him to teach at HEC Business School – ranked #1 in Europe – and at the prestigious French Institut des Hautes Etudes de la Défense Nationale.

Olivier is a member of the French Business Council, the French commercial chamber of Dubai and the Northern Emirates, and also a member of the French Founders, 1st business club of the French speaking leaders.

Olivier is graduate from Ecole Militaire Interarmes de Saint Cyr, Ecole de Guerre Paris and holds a Master's Degree of Defense, Geostrategy and Industrial Dynamics from ISAD-Paris II, as well as a Master's Degree of Defense and Geopolitics from Ecole de Guerre Paris.

Olivier is an Officer of French Légion d'Honneur.



Nathalie de Gaulle

CEO Princes Strategy International + 15-year experience

Nathalie holds a double expertise in Strategic & Business Intelligence and Institutional Affairs, with a focus on Tech, Defense and Energy industries.

Nathalie started her career in trading at Société Générale CIB in London, before joining the ENGIE Group Finance Department as part of its High Potential Executive Program.

Serial entrepreneur, she co-founded BAYNUNA ECONOMIC CONSULTING LLC in 2012, a business intelligence company in the United Arab Emirates, in partnership with the technology and defense group BAYNUNA.

In 2018, she co-founded NB-INOV, a tech company which aims at establishing an innovative biomaterials industry. In 2019, she joined the Board of ANTAEUS Technology, an IT company specialized in Cloud and Artificial Intelligence for the energy sector.

She is also co-founder and partner at SOCIETER, a consulting house in sustainable leadership and corporate diplomacy.

In regard to her personal commitments, Nathalie de Gaulle is a Board member of Croissance Responsable Foundation, and a former national elected representative for French citizens living abroad. She is a member of COMEX40, the MEDEF Executive Committee which brings together 45 leaders and founders under the age of 40.

Nathalie de Gaulle is a graduate from Sciences-Po Paris, HEC Paris, and certified by the Massachusetts Institute of Technology, and by the Institut des Hautes Etudes de la Défense Nationale.

OUR TEAM



Franck Amato

Risk & crisis management
Senior consultant
15 years experience

Areas of expertise: risk analysis, emergency planning, crisis management, impact mitigation measures, continuity plans, team management & leadership.



Anne-Sophie Ducreux

Geopolitics & Africa
Senior consultant
15 years experience

Areas of expertise: Africa region, geopolitics, influence, strategic communication, government affairs, project management.



Samuel Solvit

Strategy & transformation Advisor
15 years experience

Areas of expertise: strategy, transformation & change management, corporate culture, ethical commitment & values, cohesion, leadership & management, strategic communication, influence.



Aymar de La Mettrie

Senior consultant in innovation & strategic foresight
20 years experience

Areas of expertise: strategic foresight, decision-taking in complex environments. Management of innovation eco-systems, intrapreneurship and startup dynamic



Marc Martinez

Geopolitics & Middle East
Senior independent consultant
15 years experience

Areas of expertise: Arab world, security defense, geopolitics, influence, strategic communication, government affairs



Sarah Bruneau

Business & Competitive Intelligence
Junior analyst consultant
5 years experience

Areas of expertise: business and competitive intelligence, Arab world, security defense, influence

OUR ECOSYSTEM



OUR PARTNERSHIPS



DUMON PARTNERS



FRENCH BUSINESS COUNCIL
Dubai & Northern Emirates



MEDEF
INTERNATIONAL

OUR APPROACH

We build our approach on long-term *intuitu personae* relationships & trust

- Because the world has become uncertain and unstable, **knowledge and strategic information management** are now fundamental to think and design companies' strategies.
- This knowledge is at the heart of PRINCEPS STRATEGY's approach: **to find meaning in complexity**, to be proactive, to act with agility. This is to offer **solid, relevant and innovative solutions** to companies growing and interacting in a very fluctuating world.
- This approach will flourish by putting **people at the heart of an ethical system**, with a resolutely confidential and operational approach.
- We believe in **multiplicity of skills and cross-fertilization of experiences**. Only they will allow innovative, differentiated approaches which at the end will create growth.
- We are convinced that technology is a fundamental asset, but at the service of women and men.
- We are persuaded that **conviction and courage must be the basis for decision-making**.
- We believe in *intuitu personae* relationships, with a pragmatic look on current realities and global issues.

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