

Marianne Mazaud

Responsible AI | Innovation Ecosystems | Community Building | Partnerships

French | English | Spanish

[LinkedIn](#) | [AI ON US](#) | [French Tech Pays Basque](#)

Responsible AI and innovation ecosystem leader with 13+ years of international experience across technology, marketing and entrepreneurship. Executive Director of French Tech Pays Basque and Co-Founder of AI ON US, an international initiative dedicated to Responsible AI. Experienced in building communities, leading multi-stakeholder collaborations, designing executive education programs and convening experts across industry, academia and public institutions.

EXPERIENCES

Executive Director

French Tech Pays Basque (French Government Innovation Initiative)

Biarritz, Jan 2026 – Present

Lead the strategy and operations of an officially accredited French Tech community, fostering collaboration between startups, industry, investors, research organizations, and public institutions. Drive initiatives in AI, digital sovereignty, responsible innovation, startup growth, and international development. Led a 150% increase in digital engagement and supported the renewal of the French Tech state accreditation for 2026–2028.

Co-Founder & General Director

AI ON US (International multi-stakeholder Initiative in Responsible AI)

Biarritz, Oct 2024 – Dec 2025

Co-founded an international Responsible AI platform connecting experts, policymakers, researchers and industry leaders across 10+ countries. Led a network of 30+ international experts to produce a 150-page Responsible AI Playbook, executive workshops and 11+ hours of educational content. Developed strategic partnerships, fundraising and media outreach with organizations including MIT FutureTech, HP, Arborus and the French Ministry for Europe and Foreign Affairs.

International Creative Marketing & Growth Lead (2014–2024)

Puig, Take-Two Interactive, Zynga, Stillfront Group

New York City, Barcelona, Hamburg, Dundee, more info on [my LinkedIn Profile](#)

10 years of international leadership experience across marketing, creative operations and digital transformation for global organizations including Puig, Take-Two Interactive, Zynga (Socialpoint), Stillfront Group (Goodgame Studios) and Outplay Entertainment. Managed cross-functional teams spanning creative, product, data and user acquisition functions, overseeing multi-million-euro budgets, global partnerships and campaigns deployed across Meta, Google, TikTok, YouTube and leading mobile advertising campaigns. Drove process innovation, organizational transformation and early adoption of AI-enabled workflows to improve creative performance, scalability and operational efficiency across luxury, consumer and technology sectors.

ACHIEVEMENTS

- Generated 70+ media mentions across national and regional outlets, including Le Figaro, Forbes, Radio France and industry publications.
- Secured live interviews on national and regional radio and television while helping position Responsible AI as a business, governance and societal issue.
- Built and activated AI ON US, an innovation community reaching 160,000+ LinkedIn impressions and 2000+ professionals through on-line events.
- Led awareness initiatives on women entrepreneurship, generating 10,000+ LinkedIn impressions, 60+ event attendees and 2,000+ webinar impressions.
- Organized collaborative research & execution on Responsible AI, governance, digital inclusion, online safety and emerging technologies with experts from industry, academia and public institutions.
- Contributor to UNESCO's "Closing the Gender Gap in Science" initiative and Mentor for Viva Technology's 2026 "100 Inspiring Women in Tech" program.

SPEAKING & MEDIA

2024-2025: Responsible AI Conversations (English) [AI ON US YouTube](#)

April 2026: [Claude Leak, AI Act & AI Agents: the end of "Move fast and break things"](#) (French)

March 2025: [The Cost of Underfunding Women Entrepreneurs for the french economy? Billion of euros](#) (French).

June 2025: [Le Figaro From AI Risk to Trust](#) (French and [subtitles in English here](#))

October 2025: [Radio France Interview: why Responsible AI is a must have](#) (French)

EDUCATION

MSc in Artificial Intelligence – IA School (2024)

Responsible AI, Machine Learning & Emerging Technologies

MSc in Digital Marketing & Branding – NEOMA Business School (2015)

Strategy, Innovation & International Business

Preparatory Classes in Mathematics & Economics – Lycée Aliénor d'Aquitaine (2011)

Economical & historical Analysis of contemporary societies, philosophy, maths