



Armand (MVOG-FOUDA) ETOUNDI

Global SC & S&OP Expert | MIT COO & AI & IoT Credentials | Author on Digital Transformation in EMEA and Future-ready SC | Driving AI-enabled planning & Digital Transformation across Global Industries

Driving the next evolution of global operations through AI, IoT, and human intelligence. With over 17 years of international experience across Europe and Africa, I help organizations transform their supply chains into intelligent, resilient, and sustainable growth engines.

As Founder & Co-CEO of ASCEND KEM, a Pan-African transformation partner, I work with executives and boards to bridge strategy, technology, and purpose by building agile, data-driven, and future-ready enterprises that compete globally while producing smarter, cleaner, and fairer.

Education & Credentials:

I hold a Master of Science in Mechanical Engineering (Mechanical Engineer) with a major in Integrated Production and Logistics from the University of Technology de Compiègne (UTC), France, where I developed advanced expertise in production systems design, lean manufacturing, and supply chain optimization.

Moreover, I also hold a Master of Science in International Management with a major in Corporate Finance and Investment Banking from Audencia Business School (France) and Bradford University School of Management (United Kingdom) which is a dual academic foundation that blends engineering precision with strategic financial insight.

Furthermore, I have successfully completed MIT (Massachusetts Institute of Technology) xPRO's Chief Operating Officer (COO) Program, covering 19 core modules and two electives:

- Designing & Building AI Products & Services
- Internet of Things (IoT) Design & Applications

Additionally, I am APICS CPIM (Certified in Production and Inventory Management) and CSCP (Certified Supply Chain Professional) certified, and hold an Industry 4.0 Certification from Centrale Paris Executive, equipping me to integrate operations excellence, smart technologies, and business strategy in global environments.

Besides, my career spans consulting, automotive, industrial gas, dental, railway, and manufacturing sectors, delivering measurable impact in forecast accuracy, S&OP (Sales and Operations Planning) maturity, lean transformation, and digital integration.

As a result, from the boardroom to the factory floor, my mission is clear:

- Turn complexity into clarity and strategy into execution.

To conclude, as an author and thought leader, I focus on AI-enabled planning, ESG alignment, and policy innovation for SMEs, shaping the digital transformation agenda across EMEA and Sub-Saharan Africa.

Core Expertise:

- End-to-End Supply Chain Strategy applied to MTS(Make-to-Stock) , MTO (Make-to-Order) and ATO (Assembly-to-Order)
- AI/ML Demand & Supply Planning
- S&OP Excellence
- COO Leadership
- IoT & Industry 4.0/5.0
- Digital Transformation
- Sourcing and Procurement Strategy
- Lean & TPS (TOYOTA PRODUCTION SYSTEM)
- ESG & Sustainability

Current Roles:

- Founder & Co-CEO | **ASCEND KEM** (Pan-African Transformation Partner)
- Founder & CEO | **ETOUNDINNOMO CONSULTING** (Global Strategy & Advisory)

Vision:

To empower organizations and leaders to build intelligent, ethical, and future-ready supply chains—where AI enhances human potential and innovation drives sustainable growth.