

# CURRICULUM VITAE

**First name:** Matthew

**Last name:** Cowen

**Education:**

School	Degree(s) & Certificates
Virtual School of Internet Governance	Introduction to Internet Governance
United Nations Conference on Trade and Development (UNCTAD)	Digital Identity for Trade and Development 2023 (DITD)
United Nations Conference on Trade and Development (UNCTAD)	Statistics of International Trade in Services (SITS)
United Nations Conference on Trade and Development (UNCTAD)	International Merchandise Trade Statistics (IMTS)
United Nations Conference on Trade and Development (UNCTAD)	Legal Aspects of e-Commerce (LAEC)
LACNIC	Internet Governance in Latin America and the Caribbean
United Nations	BSafe Certificate
SIPCA Institut de Formation des Formateurs Consultants (2020-2021)	Designing, Delivering and Evaluating a Training Action: Training Adults (FA)
ESSEC Business School (2018-2019)	Masters Responsable en Management Opérationnel
University of West London (1993-1995)	HNC Computing
Telford College of Arts and Technology (1991-1992)	HNC Electrical and Electronic Engineering

**Languages (1 = excellent, 5 = basic):**

Language	Reading	Writing	Speaking
English	1	1	1
French (Certified Level C1 – Advanced)	1	2	1
French Creole	2	4	3

**Other Skills:** Multiple industry technical certifications (Microsoft, Symantec, Veritas, VMware, etc.)

**Years of relevant experience:** 30+

# CURRICULUM VITAE

## Regional experience:

Country	Start date – End date
Caribbean (27 Countries)	Jan 2019 - Current
Martinique	September 2022 – May 2023
Antigua and Barbuda, Barbados, Bahamas, The Commonwealth of Dominica, Grenada, Guyana, Saint Lucia, Saint Kitts and Nevis, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago	June 2021-April 2022
Martinique, Saint Lucia	March 2022- End Dec 2022
Antigua and Barbuda, The Commonwealth of Dominica, Grenada, Martinique, Saint Lucia, Saint Kitts and Nevis, Saint Vincent and the Grenadines	June 2020-February 2021
Curaçao	August 2019-December 2019
French Guiana, Guadeloupe, Martinique (Iterato)	January 2019-March 2020
French Guiana, Guadeloupe, Martinique (Anvole)	October 2020
French Guiana, Guadeloupe, Martinique & Caribbean (Infodom)	December 2004-May 2018

# CURRICULUM VITAE

## Employment and consultancies:

Start-end date	Location	Employer	Position	Description
2024-Present	Martinique	Groupe MC	Consultant	Short-term consulting role to provide Digital Transformation services to rationalise and consolidate processes and the use of generated data with the group.
2024-Present	Martinique	Altobog	Consultant	Consulting role to audit the companies processes and strategies for developing the ITC VAR business, including but not limited to Procedures, Processes, Cybersecurity, and MSP activities. Acted as a consultant for the company proving services to their clients in Digital Transformation services, focusing on processes and procedures.
2024	Martinique	Dynamic SARL	Consultant	Short-term consulting role to audit the digital transformation position of a company buying and selling material and accessories for sewing and clothes making. The role consisted of a review of the current state of the business (financial, operational, technological), desk research and terrain research, a detailed report outlining the weaknesses, and opportunity to develop the business through digital technology, a provisional project plan, and detailed recommendations, through the market research study.
2023	Caribbean	TK Academy	Consultant	<p>Develop a short training program to highlight the way digital technologies are affecting the Orange Economy in the Caribbean. Created slide deck and recorded a 1.5-hour training video of 6 modules:</p> <p><b>Title : Digitalisation and Cultural and Creative Industries</b></p> <ul style="list-style-type: none"> <li>- Module 1 : Introduction to CCI's in the Caribbean</li> <li>- Module 2 : The Digitalisation of the Creative Economy</li> <li>- Module 3 : The New Technology Paradigm</li> <li>- Module 4 : Artificial Intelligence and the CCI's</li> <li>- Module 5 : The New Creator Economy</li> <li>- Module 6 : Digital Colonialism and the CCI's</li> </ul>

# CURRICULUM VITAE

2023-Present	Martinique	ICOM INSER	Training Consultant	<p>Regularly conducting a 1-day training course on the use of AI in the enterprise:</p> <p><b>Title: L'IA comme allié Manager</b></p> <ul style="list-style-type: none"> <li>- Module 1 : Introduction à l'IA</li> <li>- Module 2 : La loi et la sécurité</li> <li>- Module 3 : La pratique</li> <li>- Module 4 : Étude de cas</li> </ul>
2022-Present	Remote (Caribbean)	Caribbean Digital Compass	Researcher/Consultant	I am currently developing an affordable research and development consultancy aimed specifically at the market in the Caribbean that considers its specifics and unique challenges. The product will provide regular reports and analysis on tech innovations, changes, and policy effects. Recommendations for MSMEs will be provided together with practical advice and policy briefs for government, NGOs and large organisations that have an interest in the region.
2022-2023	Remote (21 Caribbean Countries Concerned)	CARICHAM/UNDRR	Consultant	Contracted to provide training content for the CARICHAM Centre of Excellence (launch in Dec 2022) on the topic of Digital Transformation. Provided Guidelines, tools, templates, checklists, and other self-administered training materials on topics such as, Digital Transformation, Cloud, Data Analysis, Cybersecurity, Backup all under the objective to provide MSMEs in the Caribbean tools to develop their recovery and resilience.
2022-2023	Martinique	Ville de Saint Joseph/AFD	Consultant	Consultancy for a feasibility study of a proposal by local government to build and operate an all-in-one campus in Saint Joseph, Martinique. I provided local and regional knowledge on the digital ecosystem and the current state of the Orange Economy in the Caribbean. The Campus (HELIOS) would provide facilities for training companies in the ICC and Orange Economy, a start-up incubator, creatives office leasing, studios, post-production facilities, a render farm, student accommodation, restoration, and access to local facilities (sports, doctors, etc). I interviewed several key stakeholders throughout the Caribbean (IDB, JAMPRO, etc.) and provided analysis on the outcomes and prospects for such a campus.

## CURRICULUM VITAE

2022	USAID ESC - Antigua and Barbuda, Barbados, Bahamas, The Commonwealth of Dominica, Grenada, Guyana, Saint Lucia, Saint Kitts and Nevis, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago	USAID/DAI	Consultant	<p>Building off the information uncovered in the ESC R-DECA, the USAID/ESC requested a Social Network Analysis (SNA). The SNA was designed to identify, map, and analyse the relationships and levels of influence between stakeholders in the Digital Ecosystem. The SNA identifies how particular actors in the region operate in the ecosystem and influence outcomes. This project will support USAID/ESC in achieving their development objectives through identifying areas where they can facilitate greater regional coordination, better leverage resources, and inform project design.</p> <p>My role as a consultant consisted of the co-creation of the outcome questions to be answered and the development of the raw data and relationship information that was used by the data scientist to map using the online platform Kumu.</p>
2021-2022	USAID ESC - Antigua and Barbuda, Barbados, Bahamas, The Commonwealth of Dominica, Grenada, Guyana, Saint Lucia, Saint Kitts and Nevis, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago	USAID/DAI	Research Consultant	<p>The U.S. Agency for International Development (USAID) released its first-ever Digital Strategy 2020-2024. The first implementation initiative is the DECA, a tool that will identify development opportunities and risks in a country's digital ecosystem. The DECA is framed around three pillars: 1 - Digital Infrastructure and Adoption; 2 - Digital Society, Rights, &amp; Governance; and 3 - Digital Economy. It will inform decision-makers about digital programming and investments for USAID as well as partner governments, donors, the private sector, and civil society.</p> <p>I was the research consultant responsible for pillar 1, Digital Infrastructure and Adoption, for USAID's first Regional DECA (R-DECA). The role constituted several phases. Phase 1, desk research with an initial research brief on the findings. Phase 2, Key informant interviews. Phase 3, Analysis and synthesis of findings and interviews, Phase 4, Report writing and policy recommendations.</p> <p>As an extra activity at the request of the USAID/ESC, we co-created Country Profile documents for each of the ESC countries to outline their digital ecosystem in succinct form.</p>
June 2022	Martinique, OECS	CCI Martinique/OECS/EU	Consultant	<p>Researched and authored a policy recommendation report on the state of cybersecurity in the Eastern Caribbean providing data, analysis, and recommendations. The report builds awareness of the threat, the ecosystem, and the opportunities for MSMEs to design, deliver and</p>

## CURRICULUM VITAE

				develop support services to protect the digital assets of businesses throughout the region.
June 2022	Martinique, OECS	CCI Martinique/OECS/EU	Consultant	Researched and authored an evaluation and feasibility report for an MSME based in Saint Lucia in the use of an integrated CRM system and the use of an integrated online learning platform, providing analysis and recommendations.
September 2022	Martinique, OECS	CCI Martinique/OECS/EU	Consultant	Provided expert analysis for the development of an online marketplace, considering the feasibility, the operational objectives, and a detailed Customer Journey Mapping analysis. The final report provided detailed recommendations for improvements of the online application.
2022-2022	Martinique, Saint Lucia	CCI Martinique/OECS/EU	Consultant	Building on the previous mapping project, this activity was designed to identify key issues in the operations of the participating companies, and provide market research, guidance, and policy recommendations. This activity had diverse deliverables from operations consulting to market research reporting and product evaluations, all designed to provide on-the-ground help to these developing companies in the OECS. Onsite visits were conducted with the companies involved in both Saint-Lucia and Martinique.
2021-2022	Martinique, Saint Lucia	CCI Martinique/OECS/EU	Consultant	Skills mapping and setting up a series of B2B meetings between international players in the ICT sector and TEECA companies. The objective of this consultation "Conducting a skills mapping and setting up a series of B2B meetings between international players in the ICT sector and TEECA companies" is to provide a detailed mapping of TEECA companies and the main actors in the ICT sector in the region. Negotiation and organisation and development of strategic partnerships between the stakeholders. We will also strive to develop complementary partnerships between the TEECA companies. As part of a collaborative with the TEECA Trade Facilitation Team, we aim to boost the activity of the companies and enlarge their professional network.
2020-2021	Antigua and Barbuda, Dominica, Grenada, Martinique, Saint Lucia, Saint Kitts and Nevis	CCI Martinique/OECS/EU	Consultant	I was selected through an RFP procedure to conduct an extensive research project with the objective to determine the opportunities available to the companies participating in the TEECA (Trade Enhancement for the Eastern CARibbean) project and provide policy recommendations for participating ICT organisations.

## CURRICULUM VITAE

	and, Saint Vincent and the Grenadines			<p>The mission necessitated a detailed project plan in several phases: Desk research, consolidation and normalization, analysis, and redaction. The phases were managed through the Microsoft Teams collaboration platform using shared planning tools, shared documents, and regular online meetings during the project.</p> <p>An online questionnaire was co-developed with the stakeholders and shared with the targeted public. The questionnaire and the responses were available in real-time on the shared platform. A second questionnaire was eventually designed with the help of the OECS Business Development unit and shared directly through their contacts.</p>
2019	Curaçao	Inova Solutions	Consultant	<p>Inova Solutions, based in Curaçao, is one of the premier Microsoft Cloud Solutions Providers for the Caribbean and Ecuador with offices in Curaçao (HQ), Jamaica, Puerto Rico, Trinidad &amp; Tobago, Aruba, and Ecuador.</p> <p>I was contracted to research and report on the ICT sector in the French West Indies. The project comprised of several weeks of desk research using official governmental and internationally reputable sources. The data was entered into a specialized application and analyzed and indexed for cross references and links that could provide insights for the report.</p> <p>Data collection involved detailed internet searches and interviews with key stakeholders to get qualitative information useful for the report.</p> <p>Data from different sources is often not based on the same standards, for example, dollars can refer to \$ US, XCD or JMD. A normalization process was employed to ensure the cross-comparison of like with like. Once the data collection phase was over the data analysis process began providing insights and detailed visualizations that were included in the report. The paper was targeted at providing comprehensive policy recommendations used to inform the company on future investments and business development in the French West Indies.</p>

# CURRICULUM VITAE

2020	Martinique	ANVOLE	Consultant	<p>ANVOLE is a burgeoning Cloud Provider based in Martinique with operations across the French West Indies (FWI). In 2000, ANVOLE contracted me to research the feasibility and opportunity for a project to build out a specific set of Cloud Solutions in collaboration with Microsoft. The proposed solution would allow businesses in the FWI operate sophisticated systems in the same they are available in the United States or Europe. These services are currently unavailable in the FWI.</p> <p>The role comprised desk research on the ICT sector, detailed region key statistics, the digital infrastructure in the region, the market drivers, the market constraints, and a detailed listing of the ecosystem including competitors.</p> <p>I developed a model to assess the financial feasibility and the market potential (financial opportunity).</p> <p>The report was written in both French and English and was made available to investors in the project and was instrumental in validating the project.</p>
2020	French Guiana	Mélissa Chamchoum	Consultant	<p>Mélissa Chamchoum contacted me through a reference to conduct a small market research project to support a business development hypothesis. The brief was to study the childbirth and infants' market to estimate the feasibility of a project specifically aimed at supporting mothers during and after pregnancy and babies during their formative years.</p> <p>The project involved designing and deploying an online questionnaire, desk research on the statistics surrounding fecundity, child mortality amongst others, analyze the data, and develop a financial model to ascertain the potential for a business based in Cayenne.</p> <p>The final 37-page report highlighted the key figures for the French West Indies (the project had a view for expansion), an analysis of official and non-official statistics surrounding the childbirth in French Guiana — French Guiana has an “official” population together with a large “non-official and transient” population from bordering nations that clearly skew the data in some circumstances— and the financial opportunity model.</p>
2019-2020	Martinique	Réseau Autonomie de Martinique (now Appui Santé de Martinique)	Consultant	<p>The RAM had, for a couple of years, manually collected data on the patients that they were involved with, with the view to providing better statistics on the quantity, type and outcomes of patients they worked with. This was largely a manual process involving a Microsoft Excel workbook.</p>

# CURRICULUM VITAE

				<p>My involvement allowed the RAM to initially understand what tools and technologies were available to them, to rationalise the operations framework and develop a new framework based on a better understanding of what data was useful to collect and how best to use it. A simple shared database was developed allowing for automatic, manual, and remote updating by staff.</p> <p>I then developed a real-time dashboard of pertinent statistics and visualisations that enabled the director to understand the impact they were having on their public. The dashboard is additionally used to generate the basis of the bi-annual reports required by the stakeholders. Previously the production of the reports took over a week. This was reduced substantially.</p>
2019-2020	Martinique	Groupe Iterato	Consultant	<p>Iterato initially engaged my services to help them digitalize their operations in the Facilities Management (FM) group. The FM group had, until my implication, operated with several manual processes. The processes were converted to digital over the first year and I helped the company start a software development project to create a bespoke digital platform for the FM business.</p> <p>The work could not optimally take place without a comprehensive study of the FM environment, trends, and opportunities for the company. To that end, I researched the FM business in Europe and United States, having had some personal experience in the past, and wrote a paper outlining the context, the current state of digital development in FM and the opportunities present for the company in the French West Indies, proving the viability of an innovative approach to FM in a region several years behind the trends in other parts of the world.</p> <p>The work required desk research, data collection and consolidation, analysis, visualization of the data to best tell the story, and the writing of a twenty-something page paper that increased the horizon for development by the client.</p> <p>They have completed the first phase of the software development under my recommendations, and they enable their clients to digitally signal problems with their facilities (air conditioning unit failures, extinguisher expiry, broken tiles/windows etc.) to automatically schedule remediation with their contractors.</p>

# CURRICULUM VITAE

				The next phase we are hoping to work on in the future together, is the integration of AI to provide predictive maintenance instead of remedial maintenance.
2004-2018	Guadeloupe, French Guiana, Martinique	Groupe Infodom	Employee	<p>International business development for the group of companies based in the French West Indies. At my initiative, I was responsible for researching the opportunity and feasibility to develop stronger channel relations and partnerships for the ultimate increase in revenue. Over 3 years I built relations with Microsoft (Fort Lauderdale), Symantec/Veritas (Miami) and several smaller suppliers and distributors to increase the group's revenue over 600%.</p> <p>One major pillar of development was the obtention of special reseller status in the region. Previously only 3 resellers had been accorded the Large Account Reseller level, a status that allows the reseller access to the largest licensing business in the region, Enterprise Agreements and Select Agreements.</p> <p>My work was key for Infodom to obtain this status. I was the single point of contact for both Microsoft and my company and instrumental in setting the conditions (financial requirements, legal requirements, and technical requirements) necessary for the project.</p>

# CURRICULUM VITAE

## Other information:

- I am an ARIN Fellow (American Registry for Internet Numbers) and attended the ARIN52 policy meeting in San Diego
- Certified with the Virtual School of Internet Governance – Introduction to Internet Governance
  - *Completion date: 22<sup>nd</sup> March 2024*
- Certified with LACNIC – Internet Governance in Latin America and the Caribbean (100% pass grade)
  - *Completion date: 15<sup>th</sup> March 2023*
- Certified with UNCTAD – Digital Identity for Trade and Development (94% pass grade):
  - *Completion date: 19<sup>th</sup> March 2023*
- Certified with UNCTAD – International Merchandise Trade Statistics (80% pass grade):
  - *Completion date: 7<sup>th</sup> June 2023*
- Certified with UNCTAD – Statistics of International Trade in Services (80% pass grade):
  - *Completion date: 31<sup>st</sup> October 2023*
- Certified with UNCTAD – Legal Aspects of e-Commerce (96% pass grade):
  - *Completion date: December 2023*
- I presented the results of the TEECA study in an online conference hosted by the stakeholders, the CCI Martinique. The presentation is in French and available online on YouTube at <https://www.youtube.com/watch?v=dBM39oTCLaU>
- I currently write a semi-regular newsletter since February 2019 online at <https://matthewcowen.org/categories/newsletter/>
- I have appeared as an expert and contributor in the media and on several Caribbean podcasts, notably [ICT Pulse Podcast](#) and [Innovation, Agilité & Excellence, la 1ere Martinique](#) & [RCI Martinique](#).
- I was recruited to the EU's FORWARD project in the Thematic Working Group No. 4 (TWG4), which aims to raise the capability of designing digital tools for use in multiple application domains for Europe's ORs (Outermost Regions).
- I am a part-time lecturer for the local campus of the world-renowned business school aimed at hospitality and tourism, Vatel Business School, teaching 1<sup>st</sup> to 3<sup>rd</sup> year Computing.
- I am a part-time lecturer for Keyce Academy, teaching English for IT for master's students and Microsoft Technologies and Cybersecurity for degree students.
- I am a part-time lecturer for CNAM Martinique, teaching Project Management for Degree students.