



Dear WDO members,

We are collectively greatly honored to recommend **Ms. Anne ASENSIO as President-Elect candidate for the next Executive Board elections in Tokyo (2023-25 term).**

In the current global context, making the voice of design heard loud and clear has never been more important. Our mission as WDO members is essential. More than ever, we are committed to proactively and effectively serve WDO's vision to design a better world with all our means and talents.

For the last 4 years, Ms. Anne Asensio, as member of the Board, has actively connected with the global Design community, in all its cultural and economic diversity, effectively conveying messages centered on WDO's transformation strategy, as well as opening privileged access to key players of ecosystems in full transition, thus sharpening her views and experience in engaging for Design impact.

With her well-established experience as an industrial designer, as a design leader in large multinational companies, as a key contributor to a diverse range of design bodies, institutions, design schools, research labs, executive boards and consulting practices all around the world, we believe that Anne Asensio has the necessary qualities for the position of President-Elect of the WDO.

With her human qualities and robust ethical values, "standing on the shoulders of giants" attitude, we are confident that Anne Asensio will provide leadership at the crossroads of Design and humanized technologies, pursuing the most relevant Board initiatives.

Implementing human-centered, inclusive and sensible digital data-driven strategy for WDO will yield positive impact for design worldwide, citizens and society.

By giving your support to Ms Anne Asensio, we believe that you will enable the emergence of an enhanced and plural design approach and that our future will be built collectively.

Position of President-Elect 2023-25

Anne Asensio's (USA & France) Global Design Experience spans over more than 3 decades leading and managing Automotive and Industrial Design teams. At General Motors, she was Executive Director for Advanced Design, led GM's eight brands' Experience Center, Interior Design and Brand Character. Previously with Renault, she held the position of Design Director for small and mid-size cars (Twingo, Clio, and Scenic ranges). Today as Dassault Systèmes' Vice President of Design Experience, she heads the Design Studio, a multidisciplinary team in innovation strategy by design, design experience, upstream thinking, system thinking, design research, design management and consultancy.

Advocating a participative human-centered approach between design theory methodologies and new technologies & virtual universes, Anne advises Dassault Systèmes' internal strategies and clients in various industry sectors and public institutions as they transform their processes of innovation, creation, value proposition for customers — and ultimately improve users' and citizens' living experiences.

Anne collaborates with various designers, artists, maverick thinkers, innovators in diverse industry networks and public sectors. Imagining alternative strategies to transform the world we live in into a more sustainable and desirable one, Anne enables cross-thinking, colliding nature-inspired and technological approaches through creation and ultimately leverage the value of design for users, citizens and humans' well-being.

Anne also contributes to a number of publications and is a member of several boards in industry, business and academia. She is an independent administrator in an automotive company, Administrator of Strate School of Design since 2010, Board Member of APCI (Agence de Promotion du Design & de la Création Industrielle), Board Member of French Design by VIA (Valorisation de l'Industrie de l'Ameublement), founding member of the Design Code, a collective of design managers.

She is also a member of multiple research chairs: "Modélisation des Imaginaires" (Telecom ParisTech), "Théorie et Méthodes de la Conception Innovante" (Mines ParisTech), "Economie des Communs de Données" (Institut Mines-Telecom). She is one of the few "Circular Design Leaders" of the Ellen MacArthur Foundation, and is a member of the think tank "Industrialité & Ecoumène" at the Institut d'Etudes Avancées (Nantes).

She is also an active jury member of international design and strategy competitions.



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Mr. Jean-Paul BATH,
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Vice President Design
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Ms. Marine CATEL,
Workplace Experience
Manager, WDO Young
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Mr. Christian GUELLERIN,
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Nantes Atlantique



Mr. Maurice LARIVIERE,
Co-founder, CEO & COO



Ms. Anna BERNAGOZZI,
Design Theory Professor,
Curator, Editor



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Mr. Olivier MERMET,
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Mr. Guillaume PUECH,
Director



Ms. Caroline NAPHEGYI,
WDC Program Director



Mr. Vincent CREANCE,
Director

PRESIDENT-ELECT NOMINEE (2023-2025)



Design's influence extends beyond borders, especially in times of global crises. Let's open up digital opportunities and regenerate systems to tackle the SDG roadmap, achieving our goals for circular economy.

Sustainability extends from industry to all dimensions of life. Providing meaningful choices, fostering social justice, we'll change behaviors, people and protect our planet. Let's actively engage and bring together the collective power of design!

Anne Asensio
[Dassault Systèmes](#)
Corporate Member



As the leading international design organization, WDO's strength is our capacity to leverage our global networks — to raise awareness, imagine solutions and demonstrate care to the world.

As an experienced corporate design leader, concerned designer, and WDO board member for 4 years, I've promoted a vision of design at the convergence of science and industry — with a humanistic focus on digital disruption and technology acceleration. I joined the board with the ambition to work on design effectiveness, a step toward an evidence-based index for design impact.

Design is undergoing an unprecedented transition. The importance of design and designers has never been greater. Leadership requires to demonstrate design impact. I believe WDO's role is to advocate strategic policies to promote the power of design in all instances from innovation to business growth to address the major economical, societal and environmental transitions ahead.

This requires us to build a culture which stimulates collaboration, to generate new skills for designers in support of our society and our planet — with meaningful actions that benefit humanity. The challenge is to develop a new narrative and reinvent our intellectual and technical capabilities as well as fostering outstanding relationships and partnerships to imagine sustainable alternatives. To regenerate the world we live in.

Building on the work done in defining and increasing WDO's footprint and impact, I am proud and honoured to offer to serve you as President Elect, and gather our design forces behind an ambitious shared agenda for a more desirable, fair and sustainable world. [Watch Anne's nomination video](#)

PROFESSIONAL EXPERIENCE

Anne Asensio is a designer. She held executive roles in design management and innovation strategy at Renault, General Motors, and Dassault Systèmes, leading complex multi-brand design programs.

Anne has won several design and innovation awards and plays an active role in strategic boards for companies and design schools worldwide.

[Access Anne's LinkedIn profile](#)
[Follow Anne on Twitter @Sensanne44 & Instagram](#)

PRESENT OCCUPATION

Anne Asensio is Vice President of Design Experience at Dassault Systèmes. She founded the **DESIGN**Studio, a multidisciplinary team in innovation strategy by design, design research, design management.

She delivers Design excellence strategy to support Dassault Systèmes' vision, equity and purpose.