

ALEXANDRE FRANCO

Enterprise Architect & AI Transformation Advisor

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Professional Headline

Helping organisations navigate changes by aligning business strategy, Enterprise Architecture, governance, delivery and AI into lasting organisational capability.

Executive Summary

I'm an Enterprise Architect and technology leader with decades of experience across enterprise systems, integration, governance, transformation, delivery, and AI operationalisation. My career has evolved across consulting, banking, tobacco, media & entertainment, and advertising, working in local, regional, and global roles within multicultural environments. The constant theme throughout my journey has been understanding how business strategy, people, processes, technology, governance, engineering, and organisational structures need to work together to create scalable and sustainable outcomes.

My background spans application development, enterprise systems, business analysis, integration, automation, architecture leadership, business capability-driven transformation, large-scale transformation initiatives, and more recently AI adoption and operationalisation.

I work at the intersection of: Enterprise Architecture, Strategic technology transformation, Business capability and operating model alignment, Governance and operational control, Engineering enablement and AI operationalisation.

A significant part of my leadership approach has focused on collaboration, stakeholder engagement, and enablement, helping organisations modernise safely while aligning business, engineering, operational, and architecture stakeholders around sustainable transformation approaches.

Enterprise AI Transformation Leadership

- **GenAI & Agentic Governance Frameworks:** Designed and deployed enterprise-wide AI capability models, safety guardrails, and compliance oversight for large-scale production adoption.
- **Architecture-as-Code & Spec-Driven Development:** Creator of open-source Continuous Architecture Systems (CAS), establishing automated ADR validation, schema linting, and continuous design authority tooling.
- **Executive & C-Suite Advisory:** Trusted advisor to CxOs, and enterprise steering committees on architecture, vendor selection, and strategic technology roadmaps.

Enterprise Architecture Expertise

- **EA Operating Model Redesign:** Transformed fragmented architecture functions into agile, strategy-aligned design authority engines using LeanIX and TOGAF 9.
- **Target Architecture Definition:** Defined target architectures and multi-year roadmaps across digital, commercial, and financial domains.
- **Legacy Modernization & Cloud Alignment:** Led multi-year migration initiatives transitioning monolithic legacy systems to event-driven architectures and modern cloud platforms.

AI Platform, Data & Governance Expertise

- **Multi-Agent Orchestration Platforms:** Engineered production multi-agent platforms featuring structured reasoning observability, dynamic routing, and automated evals.
- **Knowledge & Data Architecture:** Architected enterprise data integration patterns, knowledge retrieval systems (RAG), and event streaming networks across heterogeneous environments.
- **AI Controls & Risk Governance:** Enforced strict data privacy, access control, automated tool permissions, and auditing guardrails across enterprise AI workflows.

Professional Experience

WPP Media — Senior Director System Architect Agentic AI

2025 – 2026 / London, UK

- Guide product teams in designing the systems and structures needed to put AI at the core of both existing (Post Campaign Analysis “PCA” Automation) and new products (Media Buyer Agent), ProductionBoard Workflows Automation (N8N)
- Established automated prompt evaluation, reasoning observability, and guardrail enforcement protocols across core engineering teams.

BBC Studios — Head of Enterprise Architecture & Digital Evolution

2021 – 2025 / London, UK

- Re-engineered the global Enterprise Architecture operating model, deploying TOGAF 9 and LeanIX to align 100+ applications across digital, commercial, and financial domains.
- Authored the BBC Studios GenAI Governance Framework and AI Capability Model, enabling safe corporate adoption of Generative AI tools.
- Led technical design authority governance for digital platform modernization programs.

- Led a team of Senior Solution Architect to support Technology Transformation initiatives.

British American Tobacco (BAT) — Global Enterprise Architect & Integration Lead

2014 – 2021 / London, UK / Global

- Directed global SAP R&D governance and enterprise integration architecture across 40+ regulated operating companies.
- Standardized global API patterns, ESB integration frameworks, and enterprise data models supporting global supply chain and corporate execution.

Earlier Career — Systems Architect & Lead Software Engineer

2011 – 2014 / London, UK

- Delivered enterprise integration solutions, web application frameworks, and core database architectures for corporate clients.

Selected Enterprise AI Initiatives

- **Continuous Architecture System (CAS):** Open-source Architecture-as-Code platform integrating automated ADR lifecycle tracking, GitOps architecture checks, and agentic design enforcement.
- **EA4ALL (Enterprise Architecture for All):** Multi-agent AI platform democratising architectural decision intelligence and spec validation across multi-disciplinary product teams.
- **Runner Agentic Intelligence (RAI):** Real-time evaluation and tracing engine for multi-agent workflows, providing complete visibility into LLM reasoning paths and execution metrics.

Education & Professional Development

- **MSc in Computer Science** — Federal University of Rio de Janeiro
- **BSc in Computer Science** — Federal University of Rio de Janeiro
- **Certifications:** TOGAF 9 Certified, SAFe Agilist, LeanIX Practitioner

Technical Skills

- **Enterprise Architecture:** TOGAF 9, LeanIX, Design Authority Governance, Operating Models, ADR Frameworks
- **AI & Agentic Systems:** Multi-Agent Orchestration, GenAI Guardrails, LLM Evaluation, RAG Architecture, Agentic AI, AI Controls, Google ADK, Langchain
- **Architecture-as-Code:** Spec-Driven Development, GitOps, Schema Linting, OpenAPI, AsyncAPI, Knowledge Architecture
- **Integration & Cloud:** Microservices, Event-Driven Architecture, REST/GraphQL APIs, FastAPI, Google, AWS, Azure, Data Architecture