

Marilou Suc

KIT MEDIA

General introduction

Marilou Suc is a passionate consultant advocating for a sustainable, inclusive, and innovative blue economy. Founder of Blue Connection, co-founder of the NOWA association, and host of the podcast *BlueTech Around the World*, she works at the crossroads of innovation, sustainable development, and social engagement.

Educated at Sciences Po Aix and Wichita State University (USA), she holds a Master's degree in Strategic Information Management, with a thesis on clustering dynamics in the maritime sector ("The squadron's navigation or the need of clustering to reach export market"), and a Master's in International Relations and Political Science ("The organizational answer to the innovator's dilemma"). Her academic work already focused on disruptive innovation and collaboration in the maritime sector.

Her professional journey—deeply rooted in maritime affairs and international cooperation—has led her to hold key positions in innovative startups, maritime clusters, public institutions, and now as an independent consultant. She has furthered her education through several strategic programs, including UNESCO's Ocean Literacy program, FAO/GFCM aquaculture training, and the Ocean Leaders program (Peace Boat & OPRI) in the Caribbean.

Marilou & the Ocean: A lifelong calling

Originally from Toulon, on the Mediterranean coast, Marilou grew up with the sea as her compass. Passionate about the ocean and its preservation, she chose to dedicate her career to blue growth and maritime innovation. Convinced that the ecological transition requires better ocean stewardship, she works to connect stakeholders and develop high-impact environmental, social, and economic projects.

Marilou & the causes she champions

- **Sustainability: Working for a living ocean**

Sustainability lies at the heart of every project Marilou leads or supports. She advocates for an ecological transition of the maritime sector grounded in tangible solutions: clean technologies, sustainable aquaculture, integrated coastal zone management, and more. She brings this vision to life through:

- ✓ Supporting innovative companies committed to protecting marine ecosystems
- ✓ Conducting strategic studies on regenerative blue economy models
- ✓ Actively participating in European initiatives on sustainable innovation (KIC Water & Ocean, Horizon 2020...)

- **Gender equality: Making women of the sea visible**

In 2024, Marilou co-founded **NOWA – Network of Women in Aquaculture**, an international network promoting gender equality, inclusion, and sustainability in aquaculture. As Secretary General, she leads the strategy, institutional relations, projects, and advocacy campaigns.

Through NOWA, she:

- ✓ Increases visibility of women in aquaculture
- ✓ Supports their skills development (mentoring, training)
- ✓ Raises awareness among institutions and companies on inclusivity
- ✓ Creates an international support and exchange network for women in the industry

She represents NOWA at global events, leads sectoral surveys on women's roles, and builds partnerships with associations, clusters, and networks to shift mindsets and practices. NOWA has already received several awards, including 2nd place in the EU Conexus+ Innovation Competition (2024) and was a finalist of the CIHEAM Youth Innovation Award.

- **Innovation : building bridges for transformation**

Marilou sees innovation as a lever for systemic transformation. She builds bridges between research, industry, NGOs, startups, institutions, and investors. She believes that collective intelligence, applied research, and cross-sector partnerships are key to tackling tomorrow's climate, social, and economic challenges.

Her cross-sectoral approach connects: research, education, NGOs, businesses, public actors, startups, investors, territories, and policymakers.

She demystifies innovation to make it accessible and actionable through her consulting, public speaking, and her podcast BlueTech Around the World, which amplifies the voices of ocean innovators worldwide.

An International Academic Background at the Service of the Ocean

Marilou was trained at Sciences Po Aix with a dual focus in political science and strategic/international development. This background provided her with strong analytical skills, a grasp of complex institutional environments, and a global outlook. She completed a year abroad at Wichita State University (USA), where she developed a strong interest in entrepreneurship and innovation ecosystems.

Her two Master's theses (on export clusters and disruptive innovation) laid the foundations for a career focused on maritime cooperation and innovation.

She has participated in several high-level international programs:

- ✓ Ocean Leaders (Peace Boat & OPRI) – Caribbean
- ✓ IMPACT US Program (Le Monde des Possibles) – Senegal
- ✓ FAO/GFCM "Empowering Women in Aquaculture" Program – Greece & Spain

These experiences deepened her understanding of global challenges related to the ocean, climate, inclusion, and international cooperation.

Startup-driven expertise

Marilou understands maritime entrepreneurship from the inside. She co-founded Boarding Ring, a startup developing tech solutions for motion sickness and VR discomfort. She helped grow the company, winning international awards (**CES Las Vegas, Laval Virtual...**).

She later joined Bioceanor, a startup specializing in water quality and environmental monitoring, during a key fundraising phase. She structured its commercial offer, led international expansion (Asia, America, Europe, Africa), and represented the company in European research projects (H2020).

She knows the real-world challenges that maritime entrepreneurs face: product-market fit, business models, market access, team building, and global growth.

A cross-cutting consultant for the blue economy

With experience in maritime clusters in both France (Pôle Mer Méditerranée) and the US (The Maritime Alliance – San Diego), Marilou has a deep understanding of maritime sectors: aquaculture, marine energy, navigation, ports, environmental monitoring, coastal tourism, logistics, and more.

Through Blue Connection, she supports:

- ✓ Maritime startups seeking growth and internationalization
- ✓ Coastal territories building their maritime
- ✓ European institutions exploring innovation tools (KIC Water & Ocean)
- ✓ Networks and clusters seeking impact-driven levers.

She is well-versed in public/private funding, EU innovation mechanisms, and multi-actor ecosystems. She turns real-world needs into actionable, fundable strategies.

Building ecosystems & local impact

Marilou has led key structuring missions such as:

- ✓ Mapping and engaging the ecosystem for the Cité de la Méditerranée / Université de la Mer project (Aix-Marseille)
- ✓ Drafting a strategic foresight study for the KIC Water & Ocean initiative
- ✓ Supporting startups in programs like MedBAN, ELBE Eurocluster, and the Black Sea Accelerator

She knows how to align the interests of municipalities, companies, researchers, and citizens to create shared visions and impactful projects.

Coach, trainer, and facilitator

Marilou regularly coaches maritime startups in incubators, accelerators, and events. She has trained project holders during:

- ✓ The Black Sea Accelerator (strategy, business model, pitch)
- ✓ Ocean Hackathon Toulon (coach)

She loves empowering innovators, helping shape strong, viable, and fundable ideas. She supports entrepreneurs in structuring their business models, clarifying value propositions, building compelling pitches, and preparing for fundraising.

Connecting innovation & investment

Marilou is a certified BlueInvest coach, a European Commission initiative to help blue economy businesses access funding. She guides companies through:

- ✓ Business model development
- ✓ Investment readiness (business case, KPIs, roadmap)
- ✓ Pitch training
- ✓ Fundraising strategy and investor targeting (generalist or specialized in blue economy, aquaculture, decarbonization...)

She makes investor expectations accessible, tailors messaging to various audiences, and highlights both impact and performance.

BlueTech Around the World : A media giving the ocean a voice

In 2024, Marilou launched BlueTech Around the World, a podcast she independently produces and hosts. It quickly became a reference in the maritime innovation ecosystem.

In each episode, she interviews researchers, entrepreneurs, industrial leaders, experts, and policymakers shaping the future of the blue economy. Topics include sustainable aquaculture, ocean exploration, underwater robotics, satellite surveillance, and low-tech solutions.

The podcast is available on all major platforms and in video format on YouTube. It contributes to science communication, education, and awareness by making inspiring ocean stories visible and building bridges across countries, disciplines, and generations.

Marilou, a committed consultant and founder

Today, Marilou channels her expertise through:

- **Blue Connection** – her maritime strategy & innovation consulting firm
- **NOWA** – a global network for women in aquaculture, where she serves as Co-founder & Secretary General
- **BlueTech Around the World** – her podcast spotlighting maritime innovation worldwide

She combines strategic insight, social commitment, collective intelligence, and deep ocean passion to help build a more sustainable, inclusive, and ambitious blue economy—day by day.



Press Kit & Logos

HD portrait photo / Blue Connection logo / NOWA logo / BlueTech Podcast logo

<https://drive.google.com/drive/folders/1i8ZTuSK5K6dW0k28l3lvrFihqtjGsrXU?usp=sharing>

Websites & Projects

- www.blue-connection.com
- www.nowaquaculture.org
- www.bluetech-podcast.com

Media Coverage & Articles

Interview :

🔗 *“Marilou Suc’s Unique Journey into the Blue Economy”* – Blue Life Hub (March 2025)
<https://www.bluelifehub.com/2025/03/19/marilou-suc-unique-journey-into-the-blue-economy/>

Publication (co-author) :

🔗 *“Closing the Blue Loops: Responsible and Sustainable Innovation in the Fields of Water and Ocean”* – European Parliament Research Service (2024)
[https://www.europarl.europa.eu/thinktank/en/document/EPRS_STU\(2024\)762845/](https://www.europarl.europa.eu/thinktank/en/document/EPRS_STU(2024)762845/)

Expert profile :

🔗 Listed in *Les Expertes* – Platform of women experts in France
<https://expertes.fr/expertes/76478-marilou-suc/>

Contact

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📍 Based in Toulon, France – Available for remote or in-person events

Available for: Interviews & media contributions, roundtables & conferences, moderation & keynotes on maritime innovation, aquaculture, and the blue economy