

VINCENT BOZONNET

PRODUCT LEADER · B2B SAAS PLATFORMS

PRODUCT STRATEGY • DATA & AI • GO-TO-MARKET

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LANGUAGES

- French: native
- English: fluent (C1)

Product & Platform leader with 15+ years of experience building and transforming high-stakes B2B SaaS platforms. I operate at the intersection of product, data and operations — from vision to execution — in multi-country, multi-BU and post-M&A environments.

KEY PRODUCT & PERFORMANCE

€600M	100k	1,000	+400%	−90%
GROUP REVENUE SUPPORTED	B2B CUSTOMERS ONBOARDED	TECHNOLOGY PARTNERS	PROCESS AUTOMATION	CUSTOMER CHURN

PROFESSIONAL EXPERIENCE

2025 – Present
Aix-Marseille

INDEPENDENT – PRODUCT STRATEGY & ADVISORY

Advisory on SaaS platform transformation and product strategy.
Business creation/acquisition training (CCI Aix-Marseille, PCE incubator).
Assessment of business-acquisition deals.

4 business acquisition projects

2022 – 2024
Axel Springer
Europe · 3 countries

AVIV GROUP – HEAD OF PRODUCT PLATFORM & CUSTOMER SUCCESS

Co-built and executed the Product / Tech / Data strategy at European scale. Architected the core data model and the modular SaaS platform (API-first, AI, GDPR). Multi-BU strategic roadmap. Adoption by 100k B2B customers (agencies, developers) and 1,000 partners/integrators. Go-To-Market in France, Belgium, Germany.

€600M revenue supported
100k B2B customers
1,000 partners
+400% automation

2020 – 2022
Axel Springer
France · Europe

SELOGER GROUP – HEAD OF PRODUCT B2B & TRANSFORMATION

Product strategy and modernisation of B2B digital platforms (2 extranets, 3 ERPs: SAP, Salesforce, business tools). Launch of high-impact Data & AI services (geolocation, photo & text analysis). Reduced technical debt, scalability, security. Managed 6 people, budget >€5M.

€350M revenue supported
−40% digital costs
−15% Print costs
2 extranets rebuilt
2 ERP migrations

2013 – 2019
Ouest-France
Europe · 6 countries

LOGIC-IMMO – COO · DIRECTOR OF OPERATIONS, PRODUCT & TECH

Built and led an integrated Product / Tech / Data / Customer Experience BU (45 people). Designed and commercialised an omnichannel API platform (leads, call tracking, SMS, voice AI). Full IT system overhaul via reverse engineering. Strategic Leboncoin partnership (50% of revenue). Active participation in the M&A process (Axel Springer).

€105M revenue supported
×3 customers
Churn −90%
€4M M&A value

KEY SKILLS

PRODUCT STRATEGY & PORTFOLIO
Roadmap, prioritisation, OKR

PLATFORM ARCHITECTURE
B2B SaaS, API-first, data model

DATA & AI
Governance, analytics, automation

GO-TO-MARKET B2B
Adoption, onboarding, partners

PERFORMANCE & KPI
P&L, product ROI, dashboards

PRODUCT LEADERSHIP
Cross-functional teams, Europe

TRANSFORMATION & M&A
Post-acquisition, IT convergence

INTERESTS

MOUNTAINS
Skiing, mountaineering

CYCLING

LITERATURE & HISTORY

TRAVEL

SOLAR ENERGY
Personal project

STRATEGY

EDUCATION & CERTIFICATIONS

- Master's in Economics – University of Aix-Marseille
- Top Management & D.I.S.C. – Krauthammer (Lepaya)
- Product Management – Thiga Academy
- Product Strategy & OKR – Benext
- Data Management & Governance – Pramana
- Lean Six Sigma Yellow Belt · AMF Certification