



VINCENT BOZONNET

MANAGER / TRANSFORMATION CONSULTANT

DIGITAL • OPERATIONAL • B2B PLATFORMS

- Aix-en-Provence
- Bozonnet.com
- linkedin.com/in/vincent-bozonnet



LANGUAGES

- French: native
- English: fluent (C1)

I help organisations through their digital and operational transformations, from framing to on-the-ground adoption. Having led them myself across multi-entity, multi-country environments — tools, IT systems, governance, change management — I bring proven expertise in the service of teams and results.

TRANSFORMATIONS & IMPACT

 STRATEGIC TRANSFORMATIONS IT, organisations & platforms	 AUTOMATION of business processes	 OPERATING COSTS with service quality maintained	 REVENUE SUPPORTED scale of environments managed	 M&A & CARVE-OUTS post-M&A integration
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PROFESSIONAL EXPERIENCE

 2025 – Present <i>Aix-Marseille</i>	INDEPENDENT – TRANSFORMATION & STRUCTURING ADVISORY Advising entrepreneurs and stepping in on operational transformation and B2B platform topics. Review of acquisition opportunities. AMF-certified.	10 entrepreneurs 4 acquisition reviews
 2022 – 2024 Axel Springer <i>Europe (3 countries)</i>	AVIV GROUP – HEAD OF PRODUCT PLATFORM & SUCCESS Contributed to the group Target Operating Model and cross-functional governance. Led platform adoption and process automation across a European multi-BU environment (FR, BE, DE).	€600M revenue supported +400% automation 100K B2B clients 1,000 partners
 2020 – 2022 Axel Springer <i>France (3 companies)</i>	GROUPE SELOGER – HEAD OF PRODUCT TRANSFORMATION Rationalised business tools and processes: migration of 2 ERPs (incl. SAP) to Salesforce and unification of B2B extranets, improving performance and reducing costs.	€350M revenue supported -40% costs 15 → 4 tools 2 extranets unified
 2013 – 2019 Ouest-France <i>Europe (6 countries)</i>	LOGIC-IMMO – CHIEF OPERATING OFFICER Operations leadership & IT transformation through successive mergers and separations (incl. an 18-month consolidation cleared by the competition authority). P&L ownership and team management.	€105M revenue supported €8M P&L · 45 staff Tooling costs ÷ 3
 2008 – 2013 Concept Multimedia <i>France · Europe</i>	LOGIC-IMMO – DIRECTOR OF CUSTOMER SERVICE & INTERNATIONAL OPERATIONS Structured customer service (L1/L2/L3) and international rollout. Change management and industrialisation of support processes across a multi-country base.	Team of 12 Churn ~90% Rollout BE·CZ·HU·CH

KEY SKILLS

 CHANGE MANAGEMENT Adoption, structuring, field	 FRAMING & PROGRAMME MGMT Roadmap, delivery, steering	 OPERATIONS & PERFORMANCE Processes, SLA, KPI, efficiency	 GOVERNANCE & TOM Operating models, reporting	 B2B SAAS PLATFORMS & IT CRM, ERP, API, automation	 INTEGRATION & POST-M&A Organisation harmonisation	 LEADERSHIP & RECRUITMENT Team management, IT-services talent
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INTERESTS

 MOUNTAINS Skiing, mountaineering	 CYCLING	 LITERATURE & HISTORY
 TRAVEL	 DIY Energy & solar	 STRATEGY

EDUCATION & CERTIFICATIONS

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