VINCENT BOZONNET

TRANSFORMATION & OPERATIONS LEADER

INTEGRATION • STRUCTURING • ADOPTION

Aix-en-Provence
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LANGUAGES

- French: native
- English: fluent (C1)

I operate in complex, multi-entity environments to structure operations, harmonise organisations and drive transformations with a strong human and business dimension. Curiosity, listening, a taste for challenge and for the field characterise me. I align teams, accelerate projects and create lasting value for organisations and their customers.

TRANSFORMATIONS & M&A INTEGRATIONS

7	4			
STRATEGIC TRANSFORMATIONS	**MERGERS & ACQUISITIONS**	**ACQUIRER- & ACQUIREE-SIDE EXPERIENCE**	**HARMONISATION OF ORGANISATIONS & OPERATIONS**	**COMPLEX EUROPEAN ENVIRONMENTS**
of organisations and platforms	incl. a partial takeover and team rescue	understanding operational and human stakes	aligning processes, tools and governance	multi-entity, multi-site, multi-BU, multi-country

PROFESSIONAL EXPERIENCE

2025 – Present
Aix-Marseille

INDEPENDENT – TRANSFORMATION & STRUCTURING ADVISORY
Supporting entrepreneurs, assessing acquisition deals and ad-hoc assignments on operational transformation and B2B platforms. Business creation/acquisition training (CCI Aix-Marseille, PCE).

10 entrepreneurs
4 acquisition deals

2022 – 2024
Axel Springer
Europe (3 countries)

AVIV GROUP – HEAD OF PRODUCT PLATFORM & SUCCESS
Contributed to defining the group Target Operating Model and set up cross-functional governance. Drove platform adoption and practice harmonisation in a European multi-BU environment (France, Belgium, Germany).

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

2020 – 2022
Axel Springer
France (3 companies)

SELOGER GROUP – HEAD OF PRODUCT TRANSFORMATION
Operational transformation and rationalisation of tools and processes. Migration of 2 ERPs (incl. SAP) to Salesforce and simplification of business tools (B2B extranets, telephony, etc.) to improve performance and cut support costs.

€350M revenue supported
10 → 4 tools
5 shared offerings
−40% P&T costs

2013 – 2019
Ouest-France
Europe (6 countries)

LOGIC-IMMO – CHIEF OPERATING OFFICER
A company of 90 Business Units. Transformed the IT system and Customer Relations and harmonised organisations through successive mergers and separations, including an 18-month consolidation process with Competition Authority clearance.

€105M revenue supported
×3 customers at constant headcount
tool costs ÷3

KEY SKILLS

TRANSFORMATION & CHANGE	INTEGRATION & M&A	OPERATIONS & PERFORMANCE	GOVERNANCE & STEERING	B2B SAAS PLATFORMS & IT	CUSTOMER EXPERIENCE	LEADERSHIP & MANAGEMENT
Change management, structuring, adoption	Post-M&A, aligning organisations & teams	Process optimisation, SLA, KPI, efficiency	Operating models, reporting, data-driven	CRM, ERP, API, automation	Customer journeys, quality, satisfaction	Team management, cross-functional influence

INTERESTS

MOUNTAINS
Skiing, mountaineering

CYCLING

LITERATURE & HISTORY

TRAVEL

DIY
Energy & solar

STRATEGY

EDUCATION & CERTIFICATIONS

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