



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

<p>€ 600M</p> <p>GROUP REVENUE SUPPORTED</p>	<p>100k</p> <p>B2B CUSTOMERS ONBOARDED</p>	<p>1,000</p> <p>TECHNOLOGY PARTNERS</p>	<p>+400%</p> <p>PROCESS AUTOMATION</p>	<p>-90%</p> <p>CUSTOMER CHURN</p>
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PROFESSIONAL EXPERIENCE

<p>2025 – Present Aix-Marseille</p>	<p>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.</p>	<p>4 business acquisition projects</p>
<p>2022 – 2024 Axel Springer Europe · 3 countries</p>	<p>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.</p>	<p>€600M revenue supported 100k B2B customers 1,000 partners +400% automation</p>
<p>2020 – 2022 Axel Springer France · Europe</p>	<p>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.</p>	<p>€350M revenue supported -40% digital costs -15% Print costs 2 extranets rebuilt 2 ERP migrations</p>
<p>2013 – 2019 Ouest-France Europe · 6 countries</p>	<p>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).</p>	<p>€105M revenue supported ×3 customers Churn -90% €4M M&A value</p>

KEY SKILLS

<p>PRODUCT STRATEGY & PORTFOLIO Roadmap, prioritisation, OKR</p>	<p>PLATFORM ARCHITECTURE B2B SaaS, API-first, data model</p>	<p>DATA & AI Governance, analytics, automation</p>	<p>GO-TO-MARKET B2B Adoption, onboarding, partners</p>	<p>PERFORMANCE & KPI P&L, product ROI, dashboards</p>	<p>PRODUCT LEADERSHIP Cross-functional teams, Europe</p>	<p>TRANSFORMATION & M&A Post-acquisition, IT convergence</p>
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INTERESTS

<p>MOUNTAINS Skiing, mountaineering</p>	<p>CYCLING</p>	<p>LITERATURE & HISTORY</p>
<p>TRAVEL</p>	<p>SOLAR ENERGY Personal project</p>	<p>STRATEGY</p>

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