



VINCENT BOZONNET

REAL ESTATE & PROPTech DIRECTOR

NETWORK & AGENCIES · PLATFORMS · B2B CUSTOMER RELATIONS

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LANGUAGES

- French: native
- English: fluent (C1)

15 years at the heart of B2B digital real estate — leading portals (Logic-immo, SeLoger, Leboncoin), agencies, developers & builders. I have led the platforms, operations and customer relations of major real-estate media: agency portfolio growth, lead generation, data and transformation. I know the real-estate field as well as the tech that serves it.

KEY FIGURES

~€8M P&L MANAGED budget & teams	45 TEAM MEMBERS multi-site teams	x3 PORTFOLIO GROWTH at constant headcount	-90% AGENCY CHURN loyalty & retention	+400% AUTOMATION processes & flows
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PROFESSIONAL EXPERIENCE

2025 – Present <i>Aix-Marseille</i>	INDEPENDENT – ADVISORY & TRANSFORMATION Advisory to real-estate and proptech players (organisation, platforms, performance). AMF certification. Assessment of 4 acquisition projects (incl. a real-estate agency), CCI Aix-Marseille / PCE training.	4 acquisition projects AMF-certified
2022 – 2024 Axel Springer <i>Europe (FR-BE-DE)</i>	AVIV GROUP – PLATFORM & CUSTOMER SUCCESS LEAD European digital real-estate group (SeLoger, Immoweb, Meilleurs Agents...). Built the ecosystem of a group platform — customers, partners and third-party CRM software — around a core data model and APIs; adoption by 100K customers (agencies, developers) and 1,000 partners, saving ~30 min/day per user.	100K real-estate customers 1,000 partners +400% automation
2020 – 2022 Axel Springer <i>France</i>	SELOGER GROUP – TRANSFORMATION & OPERATIONS LEAD Unified 2 B2B agency extranets, data owner of real-estate listing models, modernised journeys and rationalised tools. CRM migration to Salesforce and AI enrichment of listing photos.	2 extranets unified -40% costs 15 → 4 tools
2013 – 2019 Ouest-France <i>Europe (6 countries)</i>	LOGIC-IMMO – DIRECTOR OF OPERATIONS Led Operations & Customer Relations, agency portfolio growth, Print & digital workflow, lead generation (market innovations: call tracking, Criteo retargeting), real-estate data (listings, geolocation, semantic AI) and the Leboncoin product relationship (flows, moderation & strategic revenue).	45 team members x3 customers (same headcount) 5,000 pros won €5M+ budget
2006 – 2011 Ouest-France <i>France · Europe</i>	LOGIC-IMMO – DIGITAL & CUSTOMER SERVICE MANAGEMENT First digital hire: launch of Logic-immo.com (V4) and Logic-immo Pro, Lux-residence.com and Reacity.cz. Then creation of Customer Service France, international back-office rollout (BE, CZ, HU, CH) and launch of the virtual tour.	4 sites & portals launched Churn -90% 6-country rollout

KEY SKILLS

 NETWORK & AGENCIES Engagement, developers, B2B	 PORTALS & PLATFORMS Proptech, product, web	 LEAD GENERATION Call tracking, acquisition	 B2B CUSTOMER RELATIONS Satisfaction, loyalty	 REAL-ESTATE DATA Listings, geoloc, models	 TRANSFORMATION & AI CRM, automation, AI	 MANAGEMENT & PERFORMANCE Teams, KPI, budget
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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 & Governance – Pramana
- Customer Relations – Voxia