

Georges-Xavier Blary

PRODUCT MANAGER – PSPO1, ITIL 4

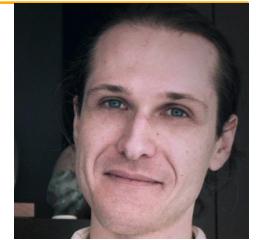
People-centric by training - Data-driven by passion - Servant-leader by conviction



Approach

Are you creating a new digital product or service ? Do you want to make an existing product grow better ? Is your organization shifting to product mode ?

1. I devise your **Product Strategy** by defining a *Product Vision*, finding its *Business Model*, and creating its *Roadmap*
2. I organize the **Product Design** by implementing a *UX Strategy* and refining the *requirements* until the *MVP* is shipped
3. I drive the **Product Delivery** by defining *Catalogue*, *Changes*, *Releases* and *Tests* strategies and maintaining the *Backlog*
4. I support the **Product Lifecycle** by analyzing *data* and *metrics* to make the right decision at every stage



Contacts

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Career

Product Owner – Sogeti / Capgemini

2019 - ∞

Environment On-premise big data platform to prevent market abuse in a major investment bank (Audit, Compliance)

Achievements Refactoring and automation of the insider trading prevention process; UX Refactoring of the digital communication analysis and surveillance app; Implementation of an ACRM ITIL strategy; Responses to regulatory audits

Methods Product Strategy; Product Design; Product Delivery; Product Growth; ITIL; Kanban

Service Designer – L:EDigitalab

2018 - 2019

Environment Consulting firm in innovation facilitation, user-centric and agile transformation and digital strategy

Achievements Business Plan; Business Model; Supporting clients in the creation of digital products and services and the implied digital transformations

Methods Design Thinking; UX Strategy; UX Design; Product Delivery; Product Marketing

Product Owner - Col&Mon

2016 - 2019

Environment Research project in Geomatics funded by the National Agency for Research

Achievements Design and implementation of a webapp for querying, analyzing and visualizing spatialized data over time

Methods Design Thinking; UX Design; Functional Design; Product Delivery; Webmarketing

Business Analyst - Altran

2014 - 2016

Environment ERP of the world leader in optical glass

Achievements Implementation of offers in the ERP; Creation of a product traceability system in the logistic chain

Methods Business Analysis; Project Management (PRINCE2)

Digital Consultant – Image & Stratégie

2013 - 2014

Environment Institutional communication consulting firm

Achievements Supporting clients in the creation of digital services and campaigns; IT Management

Methods Product Strategy; Product Design; Product Delivery; Webmarketing

Study Engineer – CNRS

2007 - 2013

Environment Digital Humanities lab of La Sorbonne (university of Paris 1)

Achievements Web apps for the visualisation and analysis of data in Humanities; Professional Training Manager

Methods Product Strategy; Product Design; DevOps; Datavisualisation



Trainings

- 2021 : ITIL4 Foundation
- 2019 : Professionnal Scrum Product Owner
- 2018 : Digital Marketing Fundamentals
- 2017 : Semantic & Data Web
- 2016 : Semantized Spatial Data
- 2012 : Python
- 2011 : Statistics Fundamentals
- 2009 : Quantitative analysis methods
- 2008 : Software Valorization
- 2007 : Master's in Web Project Management
- 2006 : Master's in Humanities



Skills

Product Strategy : Product Vision; Opportunity, Viability, Feasibility & Trends studies; Business models; Business cases; Segmentation; Differentiation; Roadmap; Audits

Product Design : Service Design; UX Strategy; Functional Design; Design Sprints; Storyboarding; MVP; Experience mapping; Service Blueprint

Product Delivery : Catalogue, Backlog, Change, Release & Test Management

Product marketing : Analytics & BI; Growth Hacking; SEM, SEO, SMO, SEA; Netlinking; Emailing

Technologies : AI/ML; Big Data; Cloud; CRM; Datawarehouse; ERP; NLP; OLAP; GIS; SQL; Selenium; Jira

Methods : Agile; Lean; ITIL; Design Thinking; Business Analysis

Langues : French (Native); English (C1)



Details

<http://georgesxavier.blary.free.fr/>