



Julien NABONNE

Business-Oriented IT Engineer, bridging the gap between Technology & Marketing

Skype: jnabonne

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French, born in 1982

- ▶ **Product Development**, Roadmap, Functional & Technical Design
- ▶ Data-driven **Product Marketing**, Strategy & Market / Customer Intelligence
- ▶ Transmission of Business Value and **Communication / Collaboration Facilitator**
- ▶ **Data Specialist**: Big Data, Data Analytics, Data Science & Machine Learning

PROFESSIONAL LIFE

Since
2014.01

INTERSEC GROUP

www.intersec.com

(Paris, France)

Product Manager Big Data Analytics

Responsible for Conception, Strategy and Development of Intersec Analytics offer:

Technical Product Owner:

- Conception and Specification of a New Innovative Platform from scratch
- Roadmap and Leadership of R&D teams (6x10 devs. in Agile env.) & Data-Science dept.

Product Marketing:

- Operational Marketing, Market / Customer Intelligence
- Collaterals production through Illustration and Valuation of Customers Use Cases
- Support to Sales for Customers Acquisition including 3 Tiers-1 operators

Identification and Execution of high-value Studies (in collaboration with Operators):

- Internal: Real 360° Customer View & Fraud detection (suspicious activity detection)
- External (Data Monetization): Geomarketing / Smart Cities & Public Safety

3 Awards: Pipeline (2017), Global Telecom Business (2017) & Telco Data Analytics (2016)

2013.10
2012.06

e-CICERONE

www.e-cicerone.com

(Madrid, Spain)

CTO (& co-Founder)

Definition of Requirements, Conception, Development and Commercialization of a Cloud Platform for creating interactions with the audience during events and alternative audioguide system for Museum, Cultural Entities and Events Agencies.

2013.03
2011.11

DEMTECH INTERNATIONAL

www.demtech.biz

(Madrid, Spain)

International Business Development Manager / Technical Expert

Assisting foreign high-tech companies in Marketing & Sales activities on the European market:

- Scorecard Systems (BI solutions for Telecom carriers)
 - Management of commercial activities (Prospection, Bid mgmt. and Presales)
- VIVotech, ABNote (Mobile Payment / NFC)
 - Customer Acquisition and development of Technology Partnerships
 - Technical Feasibility studies
 - Account Management
- Verio (NTT Group), definition and launch of their "Cloud Market" offer
 - Market / Competitors studies
 - Definition of Marketing Mix, Business Model and Launch strategy

2010.09
2008.10

FREELANCE CONSULTANCY

www.julien.nabonne.fr

(New-Caledonia & France)

Consulting and Development for Startups and SMEs (Turnkey Projects)

Technology oriented Telecom, J2EE, Web (CMS / SEO / SEM / GA) & Mobile

- Consulting & Migration toward new Information Systems / Applications
- Development of Customer Databases and basic CRM systems
- Dev. of a full SMS Gaming platform (from Interfaces with carrier to Stats / Billing Reports)

2009.04
2008.04

SOCIÉTÉ GÉNÉRALE (SGCB)

www.societegenerale.com

(Numea, New-Caledonia)

IT Manager on the IS Migration Project

- Manager of the technical part (7 persons)
- Coordinator between functional and technical areas

2007.07
2006.12

CAPGEMINI (for Vodafone / SFR)

www.capgemini.com

(Paris, France)

Project Manager (13 persons) of the **Mobile Billing System**

- Management of Planning and Budgets
- Client relationship & Assistance
- Functional and Technical Analyses
- Supervision of Developments & Integration
- Supervision of Deployment & Maintenance

2006.12
2005.10

CAPGEMINI (for Vodafone / SFR)

www.capgemini.com

(Paris, France)

Team Leader (5 persons) / **Technical Manager** of the Customer Database

Team Leader (3 persons) / **Technical Adviser** of LDAP Migration

2005.10
2005.01

CAPGEMINI (for Vodafone / SFR)

www.capgemini.com

(Paris, France)

Developer / Integrator on the SFR website (front & back office)

THE STUDENT LIFE

2011.10
2010.09

ESCP EUROPE BUSINESS SCHOOL

www.escpeurope.eu

(Madrid, Spain)

Specialized Master in Marketing and Communication

Professional thesis on information privacy concern in Mobile Marketing

2010.07
2010.05

AFPA National Center

www.afpa.fr

(Paris, France)

Entrepreneurial Management Training Course

2005.06
2000.09

EPITA (Grad Computer Science)

www.epita.fr

(Paris, France)

Specialty in Information System and Software Genius

2000.06

French Mathematics Baccalaureate (~ A-level / HSD)

(Paris, France)

TECHNICAL SKILLS

Strong Technological Background (Architecture, Systems, Usability / UX & Programming)

Expertise in **DB, BI, Big Data technologies** and **Data Analytics / Visualization tools**

Certifications in Data Science and **Machine Learning** (Stanford, Johns Hopkins University)

Good knowledge of Softwares for Planning / Team Organization, Tests and Office & Adobe suites

Project Management and **Agile Methodology** (Scrum & Kanban)

A LITTLE BIT ABOUT MYSELF...

Languages: French (mother tongue), fluent in English and Spanish

Sports: Climbing, Ski, Scuba & Sky Diving

Hobbies: Photography and Music

Driving licence