

MICKAEL BOULY

Senior Product Manager | Product Owner | Project Manager

mickael@bouly.io · French Riviera (Alpes-Maritimes), France

linkedin.com/in/mickael-bouly · github.com/MickaelV0 · github.com/Roxabi

SUMMARY

Senior Product Manager with 14 years of experience transforming complex problems into clear solutions. My strength: understanding the real intent behind requests and articulating needs with precision before building.

Background combining Product Management in large organizations (Insurance, Finance, Real Estate), SaaS entrepreneurship (CEO/CTO), and strategic consulting. Leadership of multicultural teams (12+ people, 5 countries).

Track record: 5+ major product launches, complete Discovery-Delivery-Growth lifecycle, C-level/investor communication. Tools change, the ability to identify the real problem remains.

KEY ACHIEVEMENTS

International team leadership — Successfully managed multicultural teams of 12+ people distributed across 5 countries (France, Belgium, Egypt, Ukraine, Poland)

High-adoption product delivery — Orchestrated 10+ major version releases and trained 20+ users

Digital transformation and Product Leadership — Led the transformation of a B2B SaaS solution serving real estate agencies

Operational excellence — Created and deployed a government PMO (Project Management Office), defining project management standards for the entire organization

Measurable business impact — 30% reduction in duplicated code through shared architecture, continuous process improvement with velocity metrics and product KPIs

EXPERIENCE

Founder & AI Platform Architect — Roxabi

2025 - Present · Nice, France

Design and operation of a self-hosted open-source AI platform: a 32-repository organization, 7,457 commits and 1,269 merged pull requests over 12 months, built with an AI-driven development methodology at scale.

ARCHITECTURE & AGENT ORCHESTRATION:

- Designed a hub-spoke agent & worker factory: tools plug in over NATS, CLI, skills and API
- Distributed infrastructure across 2 GPU machines (RTX 3080 / 5070 Ti), Tailscale network, high-availability LLM provider
- Idempotent containerized deployment: Podman Quadlet + systemd, per-repo manifest, shared ML base image (GHCR)

LOCAL INFERENCE SUITE (UNIFIED CLIS):

- LLM: llama.cpp / quantized GGUF server, OpenAI-compatible API, NATS worker for GPU inference
- Voice: TTS/STT generation (Qwen3-TTS, Chatterbox, Whisper) as satellite workers
- Image: multi-backend local generation (FLUX.2, FLUX.1-dev, SD3.5)

PRODUCTS & OPEN SOURCE:

- Published open-source Claude Code plugins (context engineering) on a dedicated marketplace
 - Production-ready SaaS boilerplate: Bun, TurboRepo, TanStack Start, NestJS, authentication and multi-tenancy
 - Personal exocortex (multi-source capture + living memory), ops cockpit, zero-dependency bilingual static sites
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Independent Consultant & Technology Innovation — Freelance

October 2025 - Present · Nice, France

Leading strategic consulting and technology innovation projects, combining entrepreneurial support, SaaS application development, and strategic analysis.

AI-ASSISTED DEVELOPMENT (CLAUDE CODE):

- Technical architecture and supervision of AI-driven development
- Design and development of a custom personal assistant integrating AI agents and external APIs
- End-to-end website creation through conversational development
- Building a complete SaaS boilerplate: modular architecture, backend API, skills system for AI agents
- Methodology: articulate intent with precision, delegate execution to AI

STRATEGIC CONSULTING & ENTREPRENEURIAL SUPPORT:

- Supported a healthcare professional in establishing their medical practice: location strategy definition, premises search and evaluation, financial feasibility analysis
- Strategic comparative study for real estate project: purchase vs construction analysis with financial modeling and rental profitability calculations

Senior Product Manager — LifeConnect

February 2023 - September 2025 · Nice, France

Product leadership for a B2B SaaS rental management solution for real estate agencies. Responsible for product vision, strategic roadmap, and coordination of an international team of 12+ people.

PRODUCT STRATEGY & LEADERSHIP:

- Defined and executed product roadmap aligned with company strategic vision
- Led complete product lifecycle: Discovery, Delivery, Growth, and Optimization
- Managed product portfolio with data-driven prioritization based on business and user impact
- Prepared and presented performance reports to strategic committee and investors

TEAM LEADERSHIP & OPERATIONS:

- Direct management of a multicultural team of 12+ members distributed across 5 countries (France, Belgium, Egypt, Ukraine, Poland)
- Facilitated cross-functional teams: developers, designers, data analysts, business stakeholders
- Implemented Agile rituals and continuous improvement of delivery processes
- Orchestrated 10+ major version releases
- Developed team skills through coaching and continuous training

PRODUCT DISCOVERY & USER RESEARCH:

- Facilitated user workshops and co-creation sessions to identify critical needs
- Conducted user interviews and qualitative analysis to validate product hypotheses
- Prioritized backlog using RICE framework (Reach, Impact, Confidence, Effort)
- Defined detailed user stories with acceptance criteria and success metrics

PRODUCT DELIVERY & IMPACT:

- Supported technical architecture to ensure platform scalability and robustness
 - Implemented structured user support system with defined SLAs
 - Trained users on new features
 - Tracked product KPIs: feature adoption, NPS, customer satisfaction, time-to-value
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Compliance & Transformation Project Manager — ProBTP

October 2022 - February 2023 · Cagnes-sur-Mer, France

Led a portfolio of regulatory compliance and digital transformation projects in the health and welfare insurance sector. Cross-functional coordination with 5+ business teams and multi-year budget management.

PORTFOLIO MANAGEMENT & STEERING:

- Led a portfolio of 8 simultaneous compliance projects with combined budgets >€500K
- Facilitated monthly steering committees with Management and stakeholders (10+ stakeholders)
- Ensured executive reporting on progress, risks, and critical milestones
- Maintained 100% compliance with imposed regulatory deadlines

STRATEGIC PROJECT CONTRIBUTIONS:

- Contributed to AML/CFT (Anti-Money Laundering/Counter-Financing of Terrorism), customer protection, and claims processing projects
 - Conducted feasibility analyses and cost-benefit studies to guide investment decisions
 - Coordinated business, IT, and compliance teams to ensure deliverable alignment
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CEO & Product Manager — Naixian.fr

May 2019 - September 2022 · Nice, France

Founded and led a SaaS startup in the freelance sector. Responsible for product vision, technical development, go-to-market strategy, and commercial partnerships.

PRODUCT STRATEGY & DEVELOPMENT:

- Defined product vision and roadmap based on market needs identified through user research
- Designed and launched MVP (v1) on WordPress for rapid product-market fit validation
- Led Full Stack development of v2 with modern architecture (JavaScript, Docker) to improve scalability and UX
- Iterated on product based on user feedback and engagement metrics

BUSINESS DEVELOPMENT & GROWTH:

- Established strategic commercial partnerships with 5+ wellness sector players
- Implemented comprehensive analytics tracking (Google Analytics, Facebook Pixel) to drive data-driven decisions
- Managed user acquisition through digital channels and conversion funnel measurement

TECHNICAL LEADERSHIP:

- Developed platform v2 technical architecture with focus on performance and scalability
 - Implemented automated deployment pipelines (Docker) to accelerate releases
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CFO & CTO (Parallel Mission) — Bucolik.fr

November 2021 - September 2022 · Nice, France

Co-led financial and technical operations for a startup in the circular economy and sustainable lifestyle. Responsible for financial strategy, business model, and digital technology stack.

FINANCIAL STRATEGY & PRODUCT ECONOMICS:

- Defined financial model and profitability projections with growth assumptions based on user cohorts
- Performed unit economics analyses to optimize acquisition channel ROI
- Managed operational budget and technology investments with real-time tracking dashboard

PRODUCT & DIGITAL STRATEGY:

- Advised management on digital product strategy and conversion funnel optimization
- Implemented comprehensive analytics tracking system (Google Analytics, Data Studio) to measure product KPIs
- Optimized digital communication strategy based on behavioral data analysis

TECHNICAL OVERSIGHT:

- Supervised technical architecture and technology choices to ensure scalability
 - Collaborated with development team to align technical roadmap with business objectives
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Product Owner & Change Manager — Docaposte

February 2020 - December 2021 · Valbonne, France

Led the consolidation of 15 collaboration platforms for 500+ users. The challenge wasn't technical (Atlassian) but human: understanding the real needs of 50+ teams and building a solution that makes sense for everyone.

CHANGE MANAGEMENT & USER ADOPTION:

- Gathered functional requirements from 50+ key users through interviews and workshops
- Facilitated 20+ convergence workshops to co-build target solution with stakeholders
- Wrote operational procedures and trained 200+ users on new practices

PRODUCT OWNERSHIP & DELIVERY:

- Defined and prioritized 100+ user stories in product backlog using Scrum methodology
- Configured Jira and Confluence applications according to identified business needs
- Orchestrated migration of 300+ projects from legacy instances to shared platform
- Ensured Scrum rituals (sprint planning, reviews, retrospectives) with development team

COMPLIANCE & SECURITY:

- Implemented GDPR-compliant personal data management policy
- Defined authorization and access rules for sensitive data
- Audited and secured configurations to meet compliance standards

ARCHITECTURE & OPERATIONS:

- Designed multi-DataCenter architecture POC to ensure high availability (99.5% SLA)
 - Deployed and configured final production instance with real-time monitoring
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IT Architect & Product Strategy — ProBTP

November 2018 - April 2019 · Cagnes-sur-Mer, France

Led a major IT transformation project: consolidation of 5 insurance product management applications into a unified platform. Responsible for functional architecture, strategic analysis, and concept validation through POC.

ARCHITECTURE & PRODUCT STRATEGY:

- Defined new application data model based on identified business needs
- Analyzed existing systems (5 legacy applications) and mapped technical and functional interdependencies
- Modeled target functional and technical architecture for centralized platform
- Designed phased transition strategy to minimize risks and maintain service continuity

BUSINESS CASE & FEASIBILITY:

- Conducted cost-benefit analysis comparing 3 scenarios (complete redesign, progressive migration, hybrid)
- Evaluated technical and organizational feasibility of each solution with multi-criteria scoring
- Recommended optimal solution adopted by executive committee

PROOF OF CONCEPT & VALIDATION:

- Implemented technical POC to validate architecture assumptions
 - Presented results to executive stakeholders to obtain project approval
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Security Architect & GDPR Consultant — GIE Prévoyance et Santé

April 2018 - November 2018 · Valbonne, France

Led IT security strategy and GDPR compliance for an organization of 200+ employees. Responsible for tri-annual security budget, Disaster Recovery Plan (DRP), and DPO (Data Protection Officer) cell facilitation.

SECURITY STRATEGY & BUDGET PLANNING:

- Defined IT security master plan and strategic roadmap 2019-2021
- Developed and defended €1.5M security budget to executive committee
- Planned and estimated 12 security projects with risk-based prioritization

BUSINESS CONTINUITY & DISASTER RECOVERY (DRP/BCP):

- Audited organization to identify critical activities and define RTO/RPO (Recovery Time/Point Objectives)
- Financially modeled risks and performed cost-benefit analysis of 4 continuity solutions
- Designed multi-site replication architecture with secondary Datacenter selection
- Selected and deployed backup site solution ensuring service continuity
- Supervised VOIP solution evolution to ensure resilience

GDPR COMPLIANCE & DATA GOVERNANCE:

- Facilitated DPO cell with tracking of 50+ data access requests
- Identified and led 8 GDPR compliance initiatives
- Defined data retention policy aligned with legal obligations

IDENTITY & ACCESS MANAGEMENT:

- Analyzed SSO (Single Sign-On) implementation impact on legacy systems (AS400)
 - Led deployment of single authentication solution (Kerberos) for 200+ users
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Data Management & Governance Consultant — Orange

September 2017 - April 2018 · Valbonne, France

Led Master Data audit and governance for a 300+ person division. Responsible for data maturity assessment, domain-specific strategy definition, and Data Management Office deployment.

MASTER DATA AUDIT & STRATEGY:

- Designed and deployed Master Data audit framework covering 8 critical domains (customers, products, pricing, etc.)
- Created and distributed audit questionnaires to 25 data owners
- Supported 10+ teams in completing audits with awareness workshops
- Defined specific strategy for each Master Data aligned with business objectives
- Assessed and tracked Master Data management maturity with 5-level scoring

DATA MANAGEMENT OFFICE SETUP:

- Created and deployed Data Management Office with collaboration and management tools
 - Implemented digital Kanban (Kantree) for data governance initiative tracking
 - Structured central documentation on SharePoint accessible to 300+ collaborators
 - Automated management KPIs in Excel for real-time data maturity tracking
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Organizational Strategy Consultant & Team Manager — GIE Afer - AVIVA Partner

January 2016 - June 2017 · Nice, France

Leadership of digital and organizational transformation projects in the life insurance sector. Built and managed a 15-person team to lead regulatory compliance and process digitalization.

TEAM LEADERSHIP & CHANGE MANAGEMENT:

- Built and managed a dedicated 15-person team to achieve compliance objectives over 24 months
- Organizational audit of claims management back office department (35 people)
- Structured and implemented new target organization
- Facilitated co-construction workshops and team change management
- Coached managers and teams in adopting new practices

PRODUCT & DIGITAL TRANSFORMATION:

- Designed and developed digital tracking tool for life insurance contract portfolio
- Created complete contract lifecycle model with workflow automation
- Defined and implemented management KPIs for contracts and operational performance
- Created automated reporting and management tools for decision-makers

STRATEGIC PLANNING & COMPLIANCE:

- Defined 24-month ECKERT law compliance strategy with detailed roadmap
 - Planned and orchestrated multi-team transformation initiatives
 - Managed budget and resources allocated to transformation program
 - Regular reporting to governing bodies on progress and risks
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Senior Product Manager ERP — Société québécoise des infrastructures

June 2012 - April 2014 · Quebec City, Canada

Product Manager for corporate ERP with leadership of a 10-person team and coordination with 4 Scrum Teams. Responsible for product vision, inter-team coordination, and delivery of shared modules across business domains.

PRODUCT LEADERSHIP & TEAM MANAGEMENT:

- Indirect management of 10 people and coordination with 40+ people distributed across 4 autonomous Scrum Teams
- Coordination and alignment with 3 other Product Managers to ensure product consistency
- Coached developers on business needs and validated developments
- Developed user value-centered product culture

PRODUCT STRATEGY & ARCHITECTURE:

- Complete mapping of data flows between business domains (Finance, HR, Operations, Procurement)
- Identified and designed generic reusable module across business domains (30% reduction in duplicated code)
- Defined functional architecture aligned with user needs and technical constraints

PRODUCT DISCOVERY & DELIVERY:

- Analyzed needs from 50+ super users through interviews and workshops
- Wrote 200+ User Stories with success conditions and acceptance criteria
- Prioritized product backlog based on business value and technical dependencies
- Tracked progress with velocity metrics and burn-down charts
- Functional validation of developments before production release

GO-TO-MARKET & ADOPTION:

- Monthly presentation of product evolutions to all stakeholders
- Trained 100+ end users on new features
- Created user documentation and quick start guides
- Tracked adoption rate and collected feedback for future iterations

PMO & PORTFOLIO MANAGEMENT:

- Created and led organization's first Project Management Office (PMO)
- Defined project lifecycle with milestones and gate reviews
- Built and managed corporate project portfolio
- Developed portfolio management tool in Excel (VBA + SQL) used by 10+ managers

EDUCATION

Master's Degree in Project Management with internship — UQAR (Université du Québec à Rimouski)

2012 · Lévis, Quebec, Canada

Engineering Degree - Arts et Métiers — ENSAM - Arts et Métiers PARISTECH

2012 · France

SKILLS

Intent Formulation & Problem Solving

- Identifying the real problem behind expressed requests
- Translating business needs into actionable product vision
- Facilitating workshops to surface collective intent
- Structured questioning to validate assumptions before building

Product Management

- Product Discovery: Understand before building - interviews, field observation, co-creation
- Product Strategy: Defining where to go and why, not just how
- Product Delivery: Turning intent into delivered value
- Product-Market Fit: Rapid validation, learning-based iterations
- Go-to-Market: Launch, adoption, real impact measurement

Leadership & Team Management

- Management of multicultural and distributed teams (12+ people)
- Recruitment, onboarding, and talent development
- Cross-functional team facilitation (Dev, Design, Data, Business)
- Product Owners and Scrum Masters coaching and mentoring
- Conflict management and problem resolution
- Strategic communication with stakeholders and investors
- Change management and digital transformation leadership

Approaches & Methods (Means, Not Ends)

- Agile/Scrum: Framework for delivering value quickly, not a religion
- Lean Startup: Learn fast, pivot when necessary
- Design Thinking: Empathy first, solution second
- Multi-team coordination: Aligning 4 Scrum teams around a shared vision

Business Domain Expertise

- Insurance: Health, welfare, life
- Construction and Real Estate
- Telecommunications
- IT Services

Security And Compliance

- Business Continuity Strategy (DRP/BCP)
- Access rights management
- Data management and GDPR

Technical Skills

- **Technical understanding:** SaaS architectures, APIs, DevOps - effective dialogue with tech teams
- **Data & Analytics:** SQL, Python, ability to extract insights from data
- **Tools:** Quick adaptability - tools follow the need, not the other way around

Languages

- **English:** Professional working proficiency
- **French:** Native