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Clement Baylion



Connecting Innovation to Sales Performance

My tools of success

MBA and Engineer

Dual expertise
Combining engineering and strategic vision to create replicable success.

20 Years Experience

Global perspective built over 20 years, shaping growth strategies for 3 major brands across 2 continents.

Proven Execution

Demonstrated ability to deliver results on both stand-alone initiatives and large-scale strategic projects.

Core Competencies

Product Strategy : <ul style="list-style-type: none">• Global Product Lifecycle Management• Data-Driven Portfolio Rationalization• Strategic Planning (SPP)• PIM & PDM Systems Integration	Go-to-Market & Marketing : <ul style="list-style-type: none">• B2B GTM Strategy & Execution• Value-Based Selling & Messaging• Digital Transformation & E-Commerce• Brand Revitalization
Leadership & Commercial Acumen : <ul style="list-style-type: none">• P&L and Commercial Leadership• Cross-Functional & International Teams• ROI Modeling & Financial Analysis• Sales Process & Enablement	Data, AI & Analytics : <ul style="list-style-type: none">• Applied AI & LLM Strategy• Advanced Data Visualization (Power BI)• Business Intelligence & Insights• Customer-Centric Analysis (VOC)

Personal Details

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Professional Experience

Product Marketing Manager

Global Product Manager, Air Assembly Tools | Atlas Copco

Nacka, Sweden | 2023 – Present

- Driving a digital customer experience overhaul, managing data enrichment for over 500 SKUs and creating 18+ technical and marketing articles to support the new 'pull' strategy **and improve lead generation**.
- Defining a strategic shift from a sales-led 'push' to a marketing-led 'pull' GTM model for a ~200 MSEK portfolio (512 SKUs), enhancing scalability and customer experience.
- Projecting a +32% increase in stock availability (from 53% to 85%) by leading a supply chain optimization project, discontinuing 40 SKUs so far to enhance margin.
- Pioneering the implementation of an LLM with Text-to-SQL capabilities, defining business use cases to enable advanced, natural language-based marketing and customer support queries.

Global Product Marketing Manager, Metal Working Tools | Fuji Air Tools

Osaka, Japan | 2019 – 2023

- Improved profitability during a challenging economic period, delivering a +1-percentage point increase in Unit Gross Profit (UGP) through strategic portfolio management.
- Drove a +7% sales growth for 6 major new product launches versus the previous generation by implementing a customer-centric innovation process based on 34 VOC interviews.
- Enhanced operational efficiency and focus by rationalizing the product catalogue, discontinuing 500 SKUs to improve production throughput and sales channel clarity.
- Successfully implemented a value-selling framework across sales teams in 5 countries, directly contributing to a +6% sales increase in targeted regions.

Global Product Marketing Manager, Vehicle Maintenance Tools | Rodcraft

Germany & France | 2015 – 2019

- Revitalized brand performance by increasing the Product Vitality Index (sales from new products) from 19% to 35% through the rapid execution of 40 new product launches.
- Achieved a concurrent +2-3% increase in both sales and Unit Gross Profit (UGP) while modernizing the brand's market approach.
- Led the brand's digital transformation, managing a €200k project to launch a new e-commerce website, including the implementation of a PIM system and API integration with SAP.
- Defined and executed the Strategic Product Plan (SPP) by consolidating needs from 6 global regions, leading to a more focused and effective product roadmap.

Project Leader, New Product Development

Chicago Pneumatic (Atlas Copco Group) |

Nantes, France | 2010 – 2015

- Successfully managed ~15 high-vitality sourced product development projects annually
- **Ensured on-time product launches** by leading transversal coordination across marketing, finance, logistics, and purchasing.
- Increased sales team effectiveness in customer negotiations by delivering technical training to 34 salespeople.

Earlier Engineering Roles

Electrical Components Selection | MBDA (for ALTEN)

Paris, France | 2008 – 2010

- Led the successful implementation of the ROHS standard across multiple projects, managing component replacement and ensuring compliance for a team of 7 designers.

Mechanical Designer (Apprenticeship) | HAGER ELECTRO

Obernai, France | 2005 – 2008

- Gained foundational expertise in end-to-end mechanical design, from concept and prototyping to production setup and performance improvement.

Education & Certifications

- **Master of Business Administration (MBA)**, Marketing & Business Development | ESGCI Paris, 2022
- **Mechanical Engineer Degree** | CNAM-ESPCI Paris, 2008
- **Certifications:** Power BI Certified Professional (2020), HTLM5 basics (2021), “straight line” sales process (2024), Neuromarketing (In Progress),

Skills

Languages

French (Native)
English (Fluent)
Japanese (Intermediate, JLPT N4)
Swedish (Beginner)

Product Management

Windchill (PDM)
Inriver (PIM)
Salesforce (CRM)
Jira

BI & Analytics

Power BI (Advanced Certified),
SAP (User)
Data Analysis, ROI Modeling

AI & Automation

LLM Prompting & Strategy
VBA
MS Office Suite