

# Etienne Lescot

Technical & Product Director • SaaS, IoT & AI

## Contact

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## Profile

Technical & Product Director with over 15 years of experience in designing SaaS platforms. I operate at the intersection of product vision, cloud architecture, and user experience, with specific expertise in IoT solutions.

## Skills

- **Product Vision & Strategy**  
Product vision definition, roadmap management, lifecycle management (design → deployment → optimization), product/technical strategic alignment
- **User Experience & Design**  
UX/UI direction, customer journey design, multi-device interfaces (mobile, web, physical kiosks)
- **IoT Solutions & Indoor Geolocation**  
Localization technologies, interactive mapping, smart contextual notifications
- **Technical Architecture & Direction**  
Cloud SaaS architecture (AWS, Kubernetes, Scaleway), scalability, multi-instance, infrastructure as code, monitoring
- **Artificial Intelligence & Automation**  
Conversational AI (LLM, AWS Bedrock, Langchain), RAG (Retrieval-Augmented Generation), customer journey automation, context analysis
- **Management & Leadership**  
Leadership of multidisciplinary teams (dev, UX, product), agile methodology, CI/CD, DevOps, R&D profitability optimization

## Strategic Projects & Achievements

- [AppKiosk](#) (2019–2022) — SaaS IoT Platform

**Product transformation:** Transition from a custom project model (several days of dev per deployment) to an industrialized no-code platform.

>> **ROI & Scalability:** Drastic reduction in production costs (-90%), deployment capacity for 100+ events, 50,000 users per event.

>> **360° Leadership:** Product roadmap, cloud architecture, UX/UI direction, multi-client monitoring.

### **IoT Module and Mobigéo Mapping**

>> **Iconic Deployment:** Complete project leadership for Printemps Haussmann (Paris) — physical interactive kiosks (still in place) and mobile application, in collaboration with JCDecaux (hardware). Features: indoor geolocation, in-store routes, smart contextual notifications.

>> **IoT & Geolocation:** Technical integration of Polestar SDK (Bluetooth LE) for indoor localization and contextual services.

>> **Other Deployments:** Professional trade shows (Bourget, etc.), also deployed on corporate campuses (Crédit Agricole).

- **Exalbot** (2022–2023) — Cloud-Native AI Chatbot (SaaS)

>> **Design & AI:** Development of conversational chatbot engine (Python, Langchain, LLM), RAG architecture for contextual response enrichment.

>> **Product Leadership:** Definition of roadmap and AI integration strategy.

>> **Infrastructure & DevOps:** Cloud architecture (Kubernetes, ArgoCD, Scaleway), multi-environment deployment, performance optimization.

- [DigitecPharma](#) (2017–2019) — B2B2C SaaS Healthcare Platform

>> **Design & Product Vision:** Co-design of the product with business (vision, UX/UI, features) for a complex ecosystem (1000 pharmacies, 30+ groups, 300K patients).

>> **Technical & UX/UI Direction:** Leadership of SaaS architecture and mobile applications (iOS, Android), design team management.

- [SARAE](#) (2024–2025) — Customer Platform & Conversational AI

>> **Product & AI Strategy:** Roadmap definition, AI integration (RAG, LLM) for call analysis and customer journey automation.

>> **Cloud-native Architecture:** Implementation of AWS infrastructure, CI/CD, multi-instance environments.

>> **Optimization:** Reduction of infrastructure costs and continuous performance improvement.

## Professional Experiences

- **CTO - Saraé** (2024-2025)  
Sector: Architecture & Services
  - IT strategy leadership (cloud, AI, automation), product roadmap definition.
- **CTO - Exalgo** (2022-2023)  
Sector: AI & Software Development
  - R&D leadership and definition of technological and product vision for the SaaS platform.
  - Management of cloud-native infrastructure strategy (Kubernetes, DevOps, CI/CD), ensuring scalability.
  - Leadership of technical performance and service security.
- **CTO - Leni** (2019-2022)  
Sector: Event Technologies & IoT Solutions
  - Leadership of an R&D team (10 people), recruitment management.
  - Leadership of SaaS product portfolio (AppKiosk, Youslide): roadmap, UX/UI, architecture, product/technical alignment.
- **Lead Dev & Project Manager - Freelance** (2007-2019)  
Sectors: Luxury, Automotive, Insurance, Healthcare, Architecture
  - End-to-end leadership of web & mobile projects as an external consultant for large accounts and SMEs.
  - Client relationship management, needs analysis, design (architecture, UX/UI), and team management.
  - Ensuring commitments are met (costs, deadlines), and mission profitability.

## Languages

- French - Native
- English - B2 Advanced level

## Interests

- Boxing: Discipline and self-improvement.
- Home Automation & IoT: Home Assistant, Zigbee, AI Assistant with extended context to home sensors, active technological watch.
- Real Estate Renovation: Technical constraint management and creativity.