LOUIS-PHILIPPE LALOU

PRODUCT OWNER - BUSINESS ANALYST

Waver, Belgium | +32 473/48.81.00 | louisphilippelalou@outlook.com

SUMMARY

Product Owner and Business Analyst specializing in IT product development. Connected mobility solutions, with experience leading key automotive and industrial software projects (RoadTrace and AS Lynk) from inception to deployment. Master's in Management Science from Solvay Brussels School, I drive product success through customer-centric development, digital marketing, and strategic positioning. Strong track record in agile methodologies, product marketing, and translating complex market needs into successful digital solutions.

LANGUAGE

French	Mother tongue
English	Professional
Dutch	Intermediate

FIELDS & TECHNICAL SKILLS

Product Ownership	Python	Jira, Confluence, HubSpot,
Product Marketing	React (Next.js) & Javascript	Squarespace, Figma, InDesign,
Agile Methodology	Typescript	MS Teams, QGIS, Kepler, Miro,
Digital Transformation	PostgreSQL & SQL	WordPress, VS Code, Pycharm,
Strategy & Product Marketing	Docker	Postman
Market Analysis	Django rest framework	
Business Modelling	API development	
BPMN / UML	HTML/CSS	

PROFESSIONAL EXPERIENCE

Product Owner / Functional Analyst, Aisin Europe (Dekimo Experts) - Mission   **06/ 2024 - 01/ 2025**

Sector: Automotive, Data Industry, Engineering, Manufacturing
Project: Security & Mobility Solutions with Connected Car Data - RoadTrace
Website: https://www.roadtrace.eu/

- Define product roadmap, vision, evaluate customer feedbacks, and assess feasibility.
- Prioritize backlogs and write user stories.
- Translate customer needs into actionable requirements with the scrum master.
- Participate to the development of new features using customer feedbacks.
- Plannification of the sprints with the product manager.
- Provide use cases and materials for business teams.
- Supporting business developers in the UK and France with clients.
- Maintain product presentations, brochures, and digital content.
- Standardize layouts for quotes, proposals, and documentation.
- Optimize website content and implement SEO strategies.
- Organisation webinar sessions for press, clients, and experts.
- Manage HubSpot functionalities, including email campaigns and ROI tracking.
- Develop pricing models, bundles, and conduct competitor analyses.
- Creation of the marketing contents.

Owner, GPI Software   **09/ 2023 - Now**

Project in progress: Language Learning Web App (Linguify)
Team Size: 3
- Development of web apps
- Product Vision, Prioritize the backlog, Sprint planning
- Api Development

Global Product Marketing, Automatic Systems - Mission   **07/ 2023 - 06/ 2024**

- Work with the product manager on the business model revenue (CBA)
- Market Research, marketing mails, surveys
- Business cases (vision, roadmap, functional/non-functional requirements)
- Realisation of the software interface
- User requirement for the development of the new solution software
- Competitor data for benchmarking

Sales and Customer Support Assistant, Automatic Systems   **07/ 2022 - 06/ 2023**

- Conducted data profiling to rectify inconsistencies, duplicates, and inaccuracies.
- Tracking orders, invoices, and calculating price.
- Updated and enriched customer data including addresses, VAT numbers, and contact information.
- Managed and enhanced data files to facilitate analysis of OEM products.
- Identified market size of the OEM products market.
- Enhanced website content using WordPress and implemented SEO/SEA improvements.
- Mail campaigns for the marketing team.

Commercial Assistant, Toly Product Ltd, Los Angeles   **07/ 2021 - 12/ 2021**

Sector: Luxury Products & Cosmetics Packaging
- Distributed small samples across New York, Seoul, and China.
- Created inventory and ensured sample quality.
- Developed tailored client templates, quotes, proposals, and presentations.
- Enhanced client engagement through structured presentations and need-based solutions.
- Processed quotes, orders, and managed sales workflows.

EDUCATION

Master's degree : Management Science   **2023**

Solvay Brussels School of Economics and Management
Speciality: Managerial Economics with focus on Game Theory, Derivatives, Accounting IFRS/IAS, Corporate
Finance, Data Management, Business Modelling & Planning
Grade: Distinction

Bachelor's degree : Economics   **2021**

Solvay Brussels School of Economics and Management
Specialty: Financial markets, Derivatives, Banking and Asset Management

Academic Project   **2020**

Project Context: Ecomut (Smart Mobility App)
Activities:
- Elaboration of the roadmap, vision, user requirements
- Business planning, Value proposition, Costs and financial needs (social innovation)
- Elaboration of the interface with Figma
- Prototype of the application and presentation

TRAININGS

IBM Full Stack Software Developer Professional Certificate, Coursera	**2024**
Meta Backend & Frontend Development Professional Certificate, Coursera	**2024**
Google IT Technical Support Fundamentals, Coursera	**2024**
Python & SQL in Data Science, DataCamp	**2020**
Basic Management Knowledge Diploma, Wallonie	**2016**