

# Yasser ALAOU

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34 years old

Driving License B

## Sr. Product Manager

### Work Experience

#### Senior Product Manager

**Idemia Secure Transactions** – Courbevoie, France – Full Time – October 2023 – current Job

**Product lines:** integrated eUICC, IoT Connectivity

- Align product business requirements with market trends and the latest GSMA specifications.
- Product timelines, budgets, and resources management with the PMO.
- Key product marketing collaterals (e.g., value propositions, customer-facing decks, and white papers) creation to support product positioning and go-to-market initiatives.
- Trainings and webinars for presales and sales teams on product portfolio to drive alignment and excellence.
- Product development monitoring and market performance, through business KPIs to inform product strategic decisions.

#### Product Line Manager

**Sequans Communications** – Colombes, France – Full Time – October 2022 – October 2023

**Product lines:** integrated eUICC, LTE-M/NB-IoT chipsets/Modules, LwM2M FOTA Service.

- Defined product business requirements, aligned R&D development processes, and drove the products market launch.
- Worked in collaboration with sales teams to address customer demands and align solutions with business objectives.
- Managed relationships with suppliers, customers, and carriers to optimize collaboration and business performance.
- Led product certification processes for regulatory, 3GPP, and Carriers to ensure compliance and market readiness.

#### IoT Product Manager

**Orange Business Services** – Arcueil, France – Full Time – July 2019 – September 2022

**Product portfolio :** (e)UICC, Device management.

- Led comprehensive market analysis, crafted value propositions, and drove the strategic execution of the product roadmap.
- Developed and refined marketing materials to enhance communication strategies and support internal training initiatives.
- Collaborated with sales teams to respond to RFPs/RFQs ensuring alignment with customer needs and business objectives.
- Product performance assessment, leveraging key metrics to inform strategic decisions and drive business growth.

#### Project Manager

**Orange France** – Arcueil, France – Full Time – September 2014 to June 2019

- Led cross-functional projects collaborating with technical, network, and IT teams to ensure successful execution.
- Managed project plan: project schedule, budgets, resources, and risk mitigation strategies.
- Coordinated efforts between internal and external technical teams, collaborating with French MNOs and regulatory bodies.

### Skills

#### Engineering

- IoT networks: LTE-M, NB-IoT, 5G (e)Redcap
- IoT platforms: eSIM/iSIM, Connectivity and device management.
- IoT protocols: MQTT, CoAP, LwM2M

#### Standards & methods

- Standards: 3GPP, GSMA eSIM M2M, Consumer and IoT.
- Methods: PMI-PMP, Agile, ITIL.
- Tools: JAMA, JIRA, Confluence, Figma

#### Soft skills

- Demonstrates flexibility and thrives in dynamic, fast-paced environments.
- Comfortable collaborating within diverse, international teams.
- Good communication, interpersonal, and leadership skills.

### Educational Background

#### Product Management Certification – Institut Supérieur du Marketing (ISM)

March 2020 to September 2020

#### Master 2 – Management of Information Systems – ESIEE-IT (ITESCIA)

September 2014 to September 2015

#### Engineering degree – Telecommunications – SeaTech (ISITV)

September 2012 to June 2014

#### Master 1 – Telecommunications & Networks – EMSI Rabat

September 2008 to June 2012

### Languages & leisure

**Language:** Arabic (mother tongue), French (Fluent), English (Fluent).

**Leisure:** Fitness, Football (Professional Football License since 2018), travel.